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ABSTRACT

This document presents the transcripts of the Congressional hearings on the role of the media in drug education and prevention efforts. The opening statement by subcommittee chairman, Senator Paula Hawkins, is presented, outlining the seriousness of the drug abuse problem in this country and emphasizing the need for preventive action. Statements are presented from witnesses representing the communications industry, including actress Michele Lee, board director of the Entertainment Industries Council for a Drug Free Society; Jay Rodrigues, NBC vice president for corporate information; and Jean MacCurdy, vice president for programming, Hanna-Barbera. The effects of viewing alcohol and drug use, abuse, and rehabilitation on television are discussed, and network efforts, including public service announcements aimed at preventing drug use in children, are described. A list of television shows emphasizing the harmful consequences of drug involvement is included. Other statements provided are those from Senator Thurmond; Lieutenant Governor George Ryan of Illinois, Chairman of the Substance Abuse Prevention Task Force of the National Conference of Lieutenant Governors; and Dr. Robert Newman, consultant on drug addiction to the government of Hong Kong. A description of the drug abuse prevention campaign supported by the Advertising Council, Inc. is included. (JAC)

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S. HRG. 98-778

ROLE OF THE MEDIA IN DRUG ABUSE PREVENTION AND EDUCATION

ED248415

HEARING

BEFORE THE

SUBCOMMITTEE ON ALCOHOLISM AND DRUG ABUSE

OF THE

COMMITTEE ON LABOR AND HUMAN RESOURCES UNITED STATES SENATE

NINETY-EIGHTH CONGRESS

SECOND SESSION

ON

EXAMINING THE ROLE WHICH THE MEDIA COULD PLAY IN HELPING TO PUT AN END TO THE RAVAGING EFFECTS WHICH DRUGS HAVE COME TO HAVE ON THE YOUNG PEOPLE OF THIS NATION

APRIL 6, 1984

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
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ROLE OF THE MEDIA IN DRUG ABUSE PREVENTION AND EDUCATION

FRIDAY, APRIL 6, 1984

U.S. SENATE,
COMMITTEE ON LABOR AND HUMAN RESOURCES,
SUBCOMMITTEE ON ALCOHOLISM AND DRUG ABUSE,
Washington, D.C.

The subcommittee met at 9:30 a.m., in room 430, Dirksen Senate Office Building, Senator Paula Hawkins (chairman of the subcommittee) presiding.

Present: Senators Hawkins and Thurmond.

Senator HAWKINS. This hearing will come to order.

Our hearing today deals with a condition affecting and damaging the very fabric of our society. From corporate board rooms to suburban bedrooms, from the school classroom to the assembly line, we are living with a clear and present danger—drug and alcohol abuse are robbing our families of hope and dreams and life itself.

We could have polite conversation about the killing and chilling effects of drug abuse and alcoholism, but the time for polite conversation is over. The impolite reality is that we now are living in a society that for too long has tolerated drug use—by that I mean uppers, downers, marijuana, alcohol, glue and chemicals, cocaine, PCP or LSD, you name it, and is continuing to tolerate it in younger and younger ages.

The "Weekly Reader" recently surveyed 500,000 students nationwide and reports many startling new statistics. They report:

That by the fourth grade, youngsters 9 and 10 years old perceive that half—50 percent—of their peers are now using drugs; and

That by the 12th grade, 94 percent of our youngsters perceive that their peers are using drugs. Those statistics are startling.

Perception and actual use differ widely, however, it is this perception of acceptability that is driving the peer pressure which permits more and more widespread use in younger ages.

This problem is deadly and requires a serious, committed response. I gratefully acknowledge the leadership provided by the President and Mrs. Reagan. In 1982, the President said,

> We're rejecting the helpless attitude that drug use is so rampant that we're defenseless to do anything about it. We're taking down the surrender flag that has flown over so many drug efforts; we're running up a battle flag. We can fight the drug problem, and we can win. That that is exactly what we intend to do.

I share this view. I also agree with the President's analogy. We are in a battle, a battle for our children's minds on the subject of drugs. The outcome will decide whether kids see drugs as a harm-

less "kick," or whether they realize that illicit drug use can destroy their futures, their families, their lives.

Today we roll out the heavy artillery in this battle. The most potent weapon available in the fight to stop drug use. Weighing in today on our side is the media.

We live in the media age. Let us face it, once it was enough for a child to hear about the dangers of drugs from teachers and parent. But life is more complex these days. Kids need constant reinforcement of correct behavior. Teachers and parents need help.

We often hear the complaint that the media control our lives. In his film "Network," Paddy Chayefsky accused us of talking, eating, dressing and acting like "the tube." And it is true; the media influence many aspects of our lives. Maybe more than we would like to admit.

But more today we move to harness this awesome power of persuasion for the best possible cause; to help us win this battle for our children's minds.

I saw the validation of the power of the media on a recent drug control mission to Hong Kong. Their programing is actually making a difference in reducing drug abuse through negative peer pressure. They have reduced their addiction population from over 250,000—that is 1 in 20--to an estimated 35,000. The posters you see are examples of those used by the Hong Kong Government in their media campaign against illegal drugs. I would like to pause now to show some examples of public service announcements used by the Government of Hong Kong, in prime time I might say.

Will you play them?

[Film shown.]

Senator HAWKINS. The translation would be:

The first boy said, "Why is she acting like that?"

And the second boy said, "She is taking heroin."

And the first boy says, "Boy, is she messed up."

The second boy said, "Yeah, y'know we used to be tight. We went out together. But now I wouldn't want anything to do with her."

And the first boy says, "You're lucky."

The second boy says, "I guess."

And the first boy says, "You destroy yourself when you use heroin."

And the second boy said, "It's really pitiful."

Very good message. Pressure by the peers.

We have the Hong Kong Chinese posters here, the translation, for the poster showing the red telephone, which ties in with the program we saw there to turn yourself in. The message in Chinese here says "We lend you a helping hand. For help quitting drugs, telephone 'Hot-Line' 3-668822. If you suspect any drug peddling, please notify the police. Working together we will eliminate the drug problem." And it is by the Standing Committee on Drug Prevention.

You see them all over communities tacked up in every window.

The picture of the angelic face says "superficially an angel, actually the devil, the true face of the evil wickedness of drug peddlers." And on the bottom again, the Standing Committee on Drug Prevention.

The hand is my favorite poster. I have it hanging in my office. It says, "Drug abuse has dire consequences. Pills and heroin are equally dangerous." We have the skeletal hand and, again, the logo at the bottom the Standing Committee on Drug Prevention.

Nothing short term. Everything here is long term and they have an outstanding record of reducing their drug abuse.

Today, we have a panel with us that is a significant cross-section of the "influencers" of American perceptions. We have represented the leading producer of children's cartoons, a celebrity from an adult prime time show, and a network executive committed to waging war against drugs. Already the entertainment industry itself was united under the banner of the Entertainment Industry Council for a Drug-Free Society to deglamorize drugs and use the power of this industry to influence public perceptions.

Our intention here today is to demonstrate that we, together as a Nation, have the will, the drive, and the commitment to end the ravaging effects of drugs, particularly as the problem affects younger and younger people. We as Senators, as a Nation, and as parents, are united in our stand to deglamorize drugs and to save lives.

Drugs are adversely affecting us in the workplace and the schoolyard. It is a condition which can only be changed by a partnership between all sectors of our society. That partnership has begun, and we will hear about some of that today. The challenge now is to keep the momentum moving—that is our commitment.

Despite some of the efforts underway, drug abuse and alcoholism remains too widespread in our society. And we still find that many people, parents, and communities, are trying to deny its existence and hope it is not in their community. That is in the big city, that is in the other blocks of the community, not on our side of the street. Unfortunately, it is a problem for all of us, and that is what gives me great pleasure to welcome the people here today, very busy people, very prominent people, who are active in the best game in town, as far as I am concerned.

Michele Lee will be our first witness, well known to all of us. She is an actress, and she appears here today in three roles. First, she is a member of the board of directors of the Entertainment Industry Council for a Drug-Free Society, and in this role she works with writers, producers, and other industry officials to deglamorize drug use on television. And you have your work cut out for you.

Second, she is a mother. She has a child, who is at about the most impressionable of ages, 14.

Third, she is here as the star of one of the most popular shows on television, "Knots Landing." It is No. 5 in the ratings this week. Congratulations.

What we now see is an example of how Michele combines these three roles, how she uses her skills and her successes to shape the Nation's image of drug abuse.

This film was distributed by CBS for use by drug-treatment programs. After the film she will have an opening statement and will take questions.

Could we see the film?

[Film shown.]

Senator HAWKINS. That is a very moving experience. Your acting ability is so stirring to everyone.

STATEMENTS OF OF MICHELE LEE, BOARD DIRECTOR, ENTERTAINMENT INDUSTRIES COUNCIL FOR A DRUG-FREE SOCIETY, "KNOTS LANDING"; JAY RODRIGUEZ, VICE PRESIDENT FOR CORPORATE INFORMATION, NBC; JEAN MacCURDY, VICE PRESIDENT FOR PROGRAMING, HANNA-BARBERA; AND DR. ROBERT NEWMAN, GENERAL DIRECTOR, BETH ISRAEL MEDICAL CENTER CONSULTANT GOVERNMENT OF HONG KONG

Ms. LEE. Thank you, Senator Hawkins.

I am very, very pleased to be here today as a board director of the Entertainment Industries Council, and I have come to join in a discussion of what has been done and what we are going to do to deglamorize drugs and alcohol in motion pictures and television.

The Entertainment Industries Council is a new not-for-profit organization created to develop a drug and alcohol awareness campaign by and through the entertainment industry.

Before going to my testimony, I would just like to add a little footnote to the film we just saw. Those scenes were taken from a 30-minute film containing portions of nine episodes of "Knots Landing", which ran from mid-November 1983 to January 12, I believe, 1984. On February 3, as you stated, CBS ran through closed circuit to all their affiliates across the Nation this 30-minute film, and the station managers were encouraged to offer this work to local dependent centers and interested groups.

I would like to thank at this time and welcome here CBS, my network, and my producers, Lorimar Productions, for their encouragement and their support of my personal involvement in this very important cause.

As for "Knots Landing," Karen's public may ask what we are going to do now; are we going to put this to sleep, so to speak, and get on with the agony and ecstasy of prime-time television? The answer is no. Karen is going to remain chemically free and she is going to be involved in a program of recovery. Although her primary addiction was pills, she will never again sip wine with dinner. We have another character on our show, Gary Ewing, played by Ted Shakelford, who is an alcoholic. And the progression of his disease, his first experience at AA, his demoralizing slip, and his relapse, and his struggle to come back, was beautifully portrayed over several seasons of the series.

One might wonder if this double dose of alcohol and drug awareness in one series might just turn off the audience. Well, all I can say is we have been on the air for 5 years, for 5 seasons, I should say, and out of the prime-time shows we are currently ranked, as you said, in the top 10.

My particular involvement, my sensitivity to the drug and the alcohol misuse goes back a long time. I had seen relatives and close friends struggle through this crisis and deny that alcohol or drugs had anything to do with their problems. Happily, I have seen some wonderful transformations through Alcoholics Anonymous, the foundation of so many programs. But then in June 1982 I was asked by John Frederick of FMS Productions to host a taped TV

special on alcoholism. Until then, I had not been really that involved. Then on this terribly hot day—I remember, because there was no air-conditioning on the stage in Burbank—I began to learn what I know now of alcoholism and drug abuse from a teleprompter. Since then it has just really become something very special and important to me in my life. I let it be known that I would help any way that I could. Obviously people heard me. Los Angeles television station KTTV donated 1 hour of prime time to that special, which fully ran a half hour. I was asked to expand it, which meant getting out and doing some homework. And I asked some people for some help, and some wonderful people did help me. Betty Ford was among them. In 2 years, I've learned a great deal, a great deal.

Obviously, we all know that drug abuse and alcoholism is a very serious national problem, and that our young people are the primary victims. As a mother, I have found it necessary to speak out through the media against factions in my own industry which glamorize drugs and alcohol.

I would like to tell you a few of the key projects being developed by the Entertainment Industries Council and about efforts underway within the entertainment industry to deglamorize drugs and alcohol.

Our board of directors is made up of people from all areas of show business, and we are a working group, anxious to play a vital role in combating influences which contribute to drug use and alcohol abuse in America.

The entertainment industries—motion pictures, television, and, of course, the recording industry—has the power to make and change opinions. Now, this is a very awesome responsibility. Here are some of the ways that responsibility is being met through the Entertainment Industries Council.

Council board chairman Ralph Andrews, a producer for Columbia Pictures Television, is developing a series of public-service announcements aimed at bringing many talented people from the industry to the forefront of our public awareness campaign. The public-service announcements will be ready for the fall season.

Council board director Jack Anderson is involved in the development of a quarterly magazine which will support local and national drug-awareness efforts. This publication will also highlight individuals from the entertainment industry as drug-free role models—and we sure need those—and it will include a special section designed to reach youth. The youth section will highlight drug-free teen celebrities, sports figures, and personalities from the music industry.

The council is developing also a series of auto sports stadium events to bring our national campaign directly to the people. This project is being called "Driving Against Drug and Alcohol Abuse," and each stadium event will involve a group of celebrities and public officials. Funds will then be turned over to the local drug and alcohol awareness efforts. The project is a partnership with Pace Corp., and it is designed to reach an audience with the important message to stay drug free.

At this time, I would like to recognize the work of producer Tom Cole, who is our organization's secretary, for his unselfish commitment to this project and to the overall development of the other

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Entertainment Industries Council projects. His participation has enabled the council to quickly move forward.

Board director Tim Reid, from the highly rated CBS series "Simon and Simon," which precedes "Knots Landing," and Bill Utz are developing a music video to mobilize the music industry. This effort will ultimately bring our message to teenagers through the medium they love and understand—music.

Commitments have been made by pop and rock and roll performers to participate in projects designed to reach the youth market.

Another council board director, Larry Stewart, who is also chairman of the alcohol and drug abuse committee of the producers, writers, directors caucus, is working to encourage producers, directors, and writers to deglamorize drug and alcohol use in motion pictures and television. And I will explain this important contribution.

The drug and alcohol abuse committee of the producers, writers, directors caucus has been quietly making major contributions to deglamorization for the past 2 years. This group developed a white paper entitled "We've Done Some Thinking," which put these questions directly to 5,000 directors, 3,200 writers, and 700 producers.

One, have we unwitting glorified the casual use of alcohol in our projects?

Two, have we written material that portrays alcohol as macho?

Three, have we directed in a manner that portrays alcohol use as cute?

Four, have we produced our projects in a manner that portrays alcohol as acceptable?

The caucus found that the answers were yes. Working with psychologists Warren Breed and James Devoe, the caucus then developed the following seven points and sent these requests to the industry:

One, try not to show gratuitous use of alcohol.

Two, try not to show alcohol use as normal.

Three, try to have characters refuse drinks.

Four, try not to show excessive drinking without consequences.

Five, try to show that there are no miraculous recoveries from alcoholism.

Six, try to show that alcohol use does not support any macho pursuit.

Seven, try to show that alcohol misuse can adversely affect others besides the drinker.

The initiative of members of the caucus, including Entertainment Industries Council board director Herman Rush, president, Columbia Pictures Television, and Renee Valente, a producer with Twentieth Century Fox, reflects an honest effort to develop healthier, drug-free characters as role models to the young public. The contribution of the Producers Guild president Renee Valente is another example of positive action in the industry. Renee has formed the council's national honorary committee, whose members include Lucille Ball, Robert Stack, Frank Sinatra, Dorothy McGuire, and Robert Young. Some of these people know from personal experience or observation that drug addiction is by no means entertaining and that alcoholism is a tragic family disease. Any attempt to say otherwise to a young audience would be a cruel perception.

We are getting the true picture, however, through such a notable film as "Cocaine, One Man's Poison." This is the picture that starred Dennis Weaver, and it was produced by Entertainment Industries Council board member David Goldsmith.

I hope this testimony on behalf of the Entertainment Industries Council has made it clear that we are sincerely dedicated to the prevention and treatment of drug and alcohol addiction. We intend to continue offering our industry's influence to deglamorize drug and alcohol abuse in society. The Motion Picture Association of America, the Scott Newman Foundation, the Screen Actors Guild, the Directors Guild, the Writers Guild of America, the studios and networks, the Youth Rescue Fund has prime time television teen celebrities organized to increase public awareness for teen issues are already into action. I might add, for the record, that we are talking about honesty, action, prevention, and awareness, not censorship.

I would like to, at this time, thank Brian Dyak, who is our president and chief executive officer of the council, for his many contributions to our efforts. I feel very privileged being here today before you, and this is an experience that I never thought I would have.

I look forward to working with the subcommittee in the future and with the Congress and with the President's campaign on drug awareness. I believe that this hearing will make a difference. And I can assure you that my personal commitment will grow stronger as we move toward what I hope will be a drug-free society. It is certainly worth the effort.

Thank you very much.

[The prepared statement of Ms. Lee follows:]

TESTIMONY OF MICHELE LEE FOR
THE ENTERTAINMENT INDUSTRIES COUNCIL INC.
"FOR A DRUG FREE SOCIETY"
BEFORE THE
SENATE SUBCOMMITTEE ON
ALCOHOLISM AND DRUG ABUSE
APRIL 6, 1984

* * * * CLIP * * * *

SENATOR HAWKINS AND MEMBERS OF THE SUBCOMMITTEE, I AM PLEASED TO BE HERE TODAY AS A BOARD DIRECTOR OF THE ENTERTAINMENT INDUSTRIES COUNCIL, INC. TO DISCUSS WITH YOU THE ROLE THE MEDIA CAN PLAY TO DEGLAMORIZE DRUGS AND ALCOHOL. THE ENTERTAINMENT INDUSTRIES COUNCIL IS A NEW NOT-FOR-PROFIT NATIONAL ORGANIZATION CREATED TO DEVELOP A DRUG AND ALCOHOL AWARENESS CAMPAIGN BY AND THROUGH THE ENTERTAINMENT INDUSTRY.

NOW THAT KAREN HAS GONE THROUGH TREATMENT AND IS PRETTY MUCH HER OLD SELF AGAIN, WE'VE BEEN ASKED IF THE WHOLE MATTER WILL BE FORGOTTEN AS

WE GET ON WITH THE AGONY AND ECSTACY OF PRIME DRAMA. THE ANSWER IS "NO." KAREN WILL BE CHEMICALLY FREE. THERE WILL BE OCCASIONAL REFERENCES TO HER PROGRAM OF RECOVERY AND SHE WILL NEVER AGAIN SIP WINE WITH DINNER AS SHE ONCE DID. ANOTHER MAJOR CHARACTER OF "KNOTS LANDING," GARY EWING, IS PLAYED BY TED SHAKELFORD. GARY IS A RECOVERING ALCOHOLIC. THE PROGRESSION OF GARY'S ALCOHOLISM, HIS FIRST EXPERIENCE IN AA, HIS DEMORALIZING RELAPSE AND STRUGGLE TO GET BACK, WERE PORTRAYED OVER SEVERAL SEASONS OF THE SERIES.

MY COMMITMENT TO PREVENTION, RECOGNITION AND TREATMENT OF ALCOHOLISM AND DRUG ADDICTION PRE-DATES MY PORTRAYAL OF AN ADDICT ON KNOTS LANDING. MY EMOTIONAL INVOLVEMENT WITH IT GOES BACK MANY YE.RS. I HAD SEEN RELATIVES AND DEAR FRIENDS STRUGGLING THROUGH CRISIS AFTER CRISIS. I HEARD SUCH FAMILIAR PHRASES AS "I WOULDN'T HAVE TO DRINK IF I COULD JUST GET TO THE ROOT OF MY PROBLEMS",...OR "I AM NOT ADDICTED, I CAN STOP ANY TIME..."RIGHT NOW PILLS AREN'T MY PROBLEM, THEY'RE MY ANSWER." HAPPILY I SAW SOME WONDERFUL TRANSFORMATIONS IN PEOPLE WHO EVENTUALLY JOINED ALCOHOLICS ANONYMOUS, BUT I DIDN'T KNOW HOW IT WORKED. THEN, IN JUNE 1982, I WAS ASKED BY JOHN FREDERICK OF FMS PRODUCTIONS TO HOST A PPEVIOUSLY TAPED TV SPECIAL FOR THE NATIONAL COUNCIL ON ALCOHOLISM. I REMEMBER GETTING THE DISTINCT IMPRESSION THAT I WAS NOT THE FIRST PERSON THEY HAD THOUGHT OF FOR THE JOB, ESPECIALLY WHEN I OVERHEARD SOMEONE SAY, "SHE'S NO CAROL BURNETT, BUT SHE DOES HAVE ENERGY." SO, ON A VERY HOT DAY IN BURBANK ON A STAGE WITH NO AIR CONDITIONING, I GAINED MY FIRST UNDERSTANDING OF THE DISEASE OF ALCOHOLISM FROM CUE CARDS. I LEARNED ABOUT DENIAL, ABOUT SURRENDER, ABOUT SHARING, (ABOUT EXPERIENCE, STRENGTH A.'D HOPE FROM FAMILIES REUNITED) FAMILIES FROM ALL ETHNIC BACKGROUNDS, SOCIAL AND ECONOMIC GROUPS, FROM THE NEW YORK GHETTOS TO EXPENSIVE TREATMENT PROGRAMS. WHAT I FLASHED ON THAT FIRST DAY OF LEARNING WAS THAT AMONG THOJE WHO WERE ONCE NEARLY BEATEN BY THIS DISEASE, LIFE WAS TRULY IN SESSION. NATURALLY, I WAS ATTRACTED.

I LIKED THE FEELING I HAD...I WANTED TO KEEP IT, AND, SO, I SIMPLY LET IT BE KNOWN THAT I WAS READY AND WILLING TO GET INVOLVED. MY INVOLVEMENT WITH THE DISEASE OF ALCOHOLISM AND DRUG ADDICTION HAS MADE IT NECESSARY FOR ME TO SPEAK OUT AGAINST FACTIONS WITHIN MY OWN INDUSTRY WHO GLAMORIZE DRUG USE AND ALCOHOL ABUSE. RATHER THAN CONCENTRATING ON GLAMORIZATION, I WOULD LIKE TO SHARE WITH YOU A FEW OF THE KEY PROJECTS BEING DEVELOPED BY THE ENTERTAINMENT INDUSTRIES COUNCIL AND EFFORTS UNDERWAY WITHIN THE ENTERTAINMENT INDUSTRY TO DEGLAMORIZE DRUG AND ALCOHOL USE.

BUT FIRST, LET ME EXPLAIN THAT OUR BOARD OF DIRECTORS IS MADE UP OF PEOPLE FROM ALL FACETS OF SHOW BUSINESS. WE ARE A WORKING GROUP, ANXIOUS TO PLAY A VITAL ROLE IN COMBATTING THE SPREAD OF DRUG USE AND ALCOHOL ABUSE IN AMERICA. MY FELLOW COUNCIL BOARD DIRECTOR, MR. JAY RODRIQUEZ, IS ALSO HERE TODAY ON BEHALF OF THE COMMITMENT NBC HAS MADE TO THE WAR ON DRUGS, AND I WOULD ALSO LIKE TO EXPRESS MY GRATITUDE TO CBS AND LORIMAR PRODUCTIONS FOR THEIR ONGOING INTEREST AND SUPPORT OF MY PERSONAL INVOLVEMENT IN THIS IMPORTANT CAUSE.

THE ENTERTAINMENT INDUSTRIES - RECORDING, MOTION PICTURES AND TELEVISION - HAS THE POWER TO MAKE OR CHANGE OPINIONS. THIS IS TRULY AN AWESOME RESPONSIBILITY. THESE ARE SOME OF THE WAYS THAT RESPONSIBILITY IS BEING MET THROUGH THE ENTERTAINMENT INDUSTRIES COUNCIL.

COUNCIL BOARD CHAIRMAN, RALPH ANDREWS, A PRODUCER FOR COLUMBIA PICTURES TELEVISION, IS DEVELOPING A SERIES OF PUBLIC SERVICE ANNOUNCEMENTS AIMED AT BRINGING MANY TALENTED PEOPLE FROM THE INDUSTRY TO THE FOREFRONT OF OUR PUBLIC AWARENESS CAMPAIGN. INCIDENTALLY, THESE PEOPLE HAVE ALL DECLARED THEMSELVES DRUG FREE. PUBLIC SERVICE ANNOUNCEMENTS WILL BE READY FOR THE FALL SEASON

COUNCIL BOARD DIRECTOR, JACK ANDERSON, IS INVOLVED IN THE DEVELOPMENT OF A QUARTERLY MAGAZINE THAT WILL SUPPORT LOCAL AND OTHER NATIONAL DRUG AWARENESS EFFORTS. THIS PUBLICATION WILL ALSO HIGHLIGHT INDIVIDUALS FROM THE ENTERTAINMENT INDUSTRY AS DRUG FREE ROLE MODELS, AND INCLUDE A SPECIAL SECTION DESIGNED TO REACH YOUTH. THE YOUTH SECTION WILL HIGHLIGHT DRUG FREE TEEN CELEBRITIES, SPORTS FIGURES AND PERSONALITIES FROM THE MUSIC INDUSTRY.

THE COUNCIL IS DEVELOPING A SERIES OF AUTO SPORTS STADIUM EVENTS TO BRING OUR NATIONAL CAMPAIGN DIRECTLY TO PEOPLE. THIS PROJECT CALLED "DRIVING AGAINST DRUG AND ALCOHOL ABUSE," WAS DEVELOPED BY

VAL COMSA, AN AUTO SPORTS ENTHUSIAST WHO RECOGNIZED THE POTENTIAL IMPACT OUR CAMPAIGN COULD HAVE IF SUPPORTED BY AUTO-RELATED INDUSTRIES AND SPORTING EVENTS. THE COUNCIL'S FIRST EVENT WILL TAKE PLACE AT THE NEW ORLEANS SUPERDOME, MAY 5. EACH STADIUM EVENT WILL INVOLVE A GROUP OF CELEBRITIES, LOCAL PUBLIC OFFICIALS AND LOCAL CELEBRITIES. THIS PROJECT WILL RAISE FUNDS TO BE TURNED OVER TO LOCAL DRUG AND ALCOHOL AWARENESS EFFORTS. THE PARTICIPATING CELEBRITIES WILL CARRY THE MESSAGE OF THE THEME OF THE RACING SERIES "DRIVING AGAINST DRUG AND ALCOHOL ABUSE." THIS PROJECT IS A PARTNERSHIP WITH PACE CORPORATION AND IS DESIGNED TO REACH AN AUDIENCE WITH THE IMPORTANT MESSAGE TO STAY DRUG FREE.

I WOULD LIKE TO RECOGNIZE THE WORK OF PRODUCER TOM COLE, OUR ORGANIZATION'S SECRETARY, FOR HIS UNSELFISH COMMITMENT OF TIME TO THIS PROJECT AND TO THE OVERALL DEVELOPMENT OF THE OTHER ENTERTAINMENT INDUSTRIES COUNCIL PROJECTS. HIS PARTICIPATION HAS ENABLED THE COUNCIL TO QUICKLY MOVE FORWARD. OUR CHAIRMAN, BOARD DIRECTORS, STAFF, ADVISORY AND HONORARY COMMITTEE MEMBERS ARE TRULY COMMITED TO THE ENTERTAINMENT INDUSTRIES BECAUSE THEY WANT TO BE PART OF THE SOLUTION INSTEAD OF THE PROBLEM, PART OF WHAT'S RIGHT INSTEAD OF WHAT'S WRONG. HERE'S MORE OF WHAT'S RIGHT.

BOARD DIRECTOR, TIM REID, FROM THE HIGHLY RATED CBS SERIES "SIMON AND SIMON" AND BILL UTZ ARE DEVELOPING A MUSIC VIDEO TO MOBILIZE THE MUSIC INDUSTRY. THIS EFFORT WILL ULTIMATELY BRING OUR MESSAGE TO

TEENAGERS THROUGH THE MEDIUM THEY LOVE AND UNDERSTAND - MUSIC.

COMMITMENTS HAVE BEEN MADE BY THE STATLER BROTHERS AND ROCK AND ROLL PERFORMER, TED NUGENT, TO PARTICIPATE IN PROJECTS DESIGNED TO REACH THE YOUTH MARKET.

ANOTHER COUNCIL BOARD DIRECTOR, LARRY STEWART, WHO IS ALSO CHAIRMAN OF THE ALCOHOL AND DRUG ABUSE COMMITTEE OF THE PRODUCERS, WRITERS, DIRECTORS CAUCUS, IS WORKING TO ENCOURAGE PRODUCERS, DIRECTORS AND WRITERS TO DEGLAMORIZE DRUG AND ALCOHOL USE IN MOTION PICTURES AND TELEVISION. LET ME EXPLAIN THIS IMPORTANT ENTERTAINMENT INDUSTRY CONTRIBUTION AS IT RELATES TO THE DRUG AND ALCOHOL AWARENESS CAMPAIGN.

THE DRUG AND ALCOHOL ABUSE COMMITTEE, OF THE PRODUCERS, WRITERS, DIRECTORS CAUCUS HAS BEEN QUIETLY MAKING MAJOR CONTRIBUTIONS TO "DEGLAMORIZATION" FOR THE PAST TWO YEARS. THIS GROUP DEVELOPPED A WHITE PAPER ENTITLED "WE'VE DONE SOME THINKING", WHICH PUT THESE QUESTIONS DIRECTLY TO 5000 DIRECTORS, 3200 WRITERS, AND 700 PRODUCERS.

1. HAVE WE UNWITTINGLY GLORIFIED THE CASUAL USE OF ALCOHOL IN OUR PROJECTS?
2. HAVE WE WRITTEN MATERIAL THAT PORTRAYS ALCOHOL AS MACHO?
3. HAVE WE DIRECTED IN A MANNER THAT PORTRAYS ALCOHOL USE AS CUTE?
4. HAVE WE PRODUCED OUR PROJECTS IN A MANNER THAT PORTRAYS ALCOHOL AS ACCEPTABLE?

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THE CAUCUS FOUND THAT THE ANSWERS WERE YES! WORKING WITH PSYCHOLOGISTS WARREN BREED AND JAMES DEVOE, THE CAUCUS THEN DEVELOPED THE FOLLOWING SEVEN POINTS AND SENT THESE REQUESTS TO THE INDUSTRY:

1. TRY NOT TO SHOW GRATUITOUS USE OF ALCOHOL.
2. TRY NOT TO SHOW ALCOHOL USE AS NORMAL
3. TRY TO HAVE CHARACTERS REFUSE DRINKS.
4. TRY NOT TO SHOW EXCESSIVE DRINKING WITHOUT CONSEQUENCES.
5. TRY TO SHOW THAT THERE ARE NO MIRACULOUS RECOVERIES FROM ALCOHOLISM.
6. TRY TO SHOW THAT ALCOHOL USE DOES NOT SUPPORT ANY MACHO PURSUIT.
7. TRY TO SHOW THAT ALCOHOL MISUSE CAN ADVERSLY AFFECT OTHERS BESIDES THE DRINKER.

THE INITIATIVE OF MEMBERS OF THE CAUCUS, INCLUDING ENTERTAINMENT INDUSTRIES COUNCIL BOARD DIRECTOR HERMAN RUSH, PRESIDENT, COLUMBIA PICTURES TELEVISION: AND RENEE VALENTE, A PRODUCER WITH TWENTIETH CENTURY FOX, REFLECTS AN HONEST EFFORT TO DEVELOP HEALTHIER, DRUG FREE CHARACTERS AS ROLE MODELS TO THE YOUNG PUBLIC. THE CONCERN AND INVOLVMENT OF PRODUCERS GUILD PRESIDENT RENEEE VALENTE IS ANOTHER EXAMPLE OF POSITIVE ACTION IN THE INDUSTRY. RENEE HAS FORMED THE COUNCIL'S NATIONAL HONORARY COMMITTEE WHOSE MEMBERS INCLUDE LUCILLE BALL, ROBERT STACK, FRANK SINATRA, DOROTHY McQUIRE, ROBERT YOUNG. THE FACT IS THAT MANY OF US IN SHOW BUSINESS KNOW FROM PERSONAL EXPERIENCE OR OBSERVATION THAT DRUG ADDICTION IS BY NO MEANS ENTERTAINING AND THAT ALCOHOLISM IS A TRAGIC FAMILY DISEASE.

ANY ATTEMPT TO SAY OTHERWISE TO A YOUNG AUDIENCE WOULD BE A CRUEL DECEPTION. BUT THANK GOD, WE ARE GETTING THE TRUE PICTURE THROUGH SUCH A NOTABLE FILM AS "COCAINE, ONE MAN'S POISON," STARRING DENNIS WEAVER AND PRODUCED BY ENTERTAINMENT INDUSTRIES COUNCIL BOARD MEMBER DAVID GOLDMSITH.

I HOPE THIS TESTIMONY ON BEHALF OF THE ENTERTAINMENT INDUSTRIES COUNCIL HAS MADE IT CLEAR THAT WE ARE SINCERELY DEDICATED TO THE PREVENTION AND TREATMENT OF DRUG AND ALCOHOL ADDICTION. WE INTEND TO CONTINUE OFFERING OUR INDUSTRY'S INFLUENCE TO DEGLAMORIZE DRUG AND ALCOHOL ABUSE IN SOCIETY. THE MOTION PICTURE ASSOCIATION OF AMERICA, THE SCOTT NEWMAN FOUNDATION, THE SCREEN ACTORS GUILD, THE DIRECTORS GUILD, THE WRITERS GUILD OF AMERICA, THE STUDIOS AND NETWORKS, THE YOUTH RESCUE FUND HAS PRIME TIME TEENAGE CELEBRITIES ORGANIZED TO INCREASE PUBLIC AWARENESS FOR TEEN ISSUES, — WE ARE ALREADY INTO ACTION CREATING NATIONAL DRUG AWARENESS. FOR THE RECORD, WE HAVE BEEN TALKING ABOUT HONESTY, ACTION, PREVENTION AND AWARENESS, NOT CENSORSHIP.

THE ENTERTAINMENT INDUSTRIES COUNCIL LOOKS FORWARD TO A CONTINUED

PARTNERSHIP WITH THIS SUBCOMMITTEE, CONGRESS, AND THE PRESIDENT'S CAMPAIGN ON DRUG AWARENESS, TO TRULY BRING THE POWER OF THE ENTERTAINMENT INDUSTRIES, AND MEDIA TO BEAR ON THE CHEMICAL ABUSE PROBLEM ATTACKING OUR SOCIETY.

I BELIEVE THIS HEARING IS AN IMPORTANT STEP TOWARD DEVELOPING A SIGNIFICANT LONG TERM CAMPAIGN THAT "MAKES A DIFFERENCE." I ASSURE YOU OF MY PERSONAL COMMITMENT TO THIS CAUSE. SPEAKING FOR THE BOARD OF THE ENTERTAINMENT INDUSTRIES COUNCIL, THE COUNCIL STANDS READY TO ASSIST YOU AT ALL TIMES.

I WOULD LIKE TO THANK BRIAN DYAK, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF THE COUNCIL, FOR THE CONTRIBUTUONS HE HAS MADE TO OUR EFFORTS AND FOR THE ASSISTANCE HE PROVIDED ME IN THE PREPARATION OF THIS TESTIMONY. I WOULD ALSO LIKE TO THANK MY FRIEND AND ASSOCIATE, BOB PALMER, FOR HIS ASSISTANCE, SUPPORT AND ENCOURAGEMENT AS I BECOME MORE DEEPLY INVOLVED AND COMMITTED TO THE ISSUE OF HAVING A GREATER PUBLIC AWARENESS ABOUT DRUG USE AND ALCOHOL MISUSE.

I LOOK FORWARD TO WORKING WITH YOU AND I THANK YOU FOR GIVING ME THE OPPORTUNITY TO SPEAK HERE TODAY.

* * * *

Senator HAWKINS. Thank you so much, Ms. Lee. We appreciate not only your talent but your great commitment.

There is a general perception that drug abuse in Hollywood is rampant. Is that true?

Ms. LEE. I believe it is a misconception. You know, so often—I believe that there is a problem nationwide, and so often people point fingers at we in the entertainment industry where we are often thought of as people of excesses. It is really nice that we who are council members—and all the other people in our industry can band together to show ourselves in another light.

Senator HAWKINS. Your series has brought a lot of attention to the problem, and it is very well done. I must commend the producers as well as the actors.

The other programs you are talking about the executive council promoting, do you know if that is going to be shown in prime time or at, for instance, 2 a.m. in the morning? Do you know anything about it?

Ms. LEE. I am sorry, I really do not understand what film you are speaking of.

Senator HAWKINS. Well, your film is on prime time.

Ms. LEE. Yes.

Senator HAWKINS. Your series.

Ms. LEE. Yes.

Senator HAWKINS. You are talking about making PSA's, public service announcements——

Ms. LEE. Oh, our public service announcements?

Senator HAWKINS. Yes; that you are going to be producing and putting on the air.

Can you tell me if there are plans being made that that be shown at prime time or if that is squeezed in at some inopportune time when maybe no one is watching?

Ms. LEE. Hopefully, it will be prime time, but I am going to allow Mr. Dyak to answer that question.

Senator HAWKINS. Good morning, Mr. Dyak.

Mr. DYAK. Good morning, Senator Hawkins.

It is going to take cooperation of the networks but also the advertisers to try to figure out a campaign to convince the networks. Maybe Mr. Rodriguez will be able to help with ways the network can arrange for airing public service during prime time.

Airing PSA's at three in the morning makes it tought to get a drug-free message to a seventh grader that needs to hear the public service message.

Senator HAWKINS. I am aware of PSA's. We have an awful lot of them and we would like to see them in prime time.

I believe as part of the testimony we will hear, that the Hong Kong experience was in prime time. We do not do that as a Government here, but we may give them a shove if indeed we see a lot of response.

Mr. Rodriguez.

Mr. RODRIGUEZ. Thank you, Senator.

Most local television stations block out public service announcements across the board between the morning hours and through the entire broadcast day. In addition to that, the unsold advertising time is also added to that inventory of public service announce-

ments. For example, the PSA's that we have on "Just Say No—Don't be a dope" are 4 seconds, 10 seconds, 20 seconds, 30 seconds, and 60 seconds. So whatever blocks are available, they can insert public service announcements. And of course, they are run in prime time as well as evening hours and when children are watching too.

Senator HAWKINS. In prime time of course, 30 seconds, would be much more expensive for the station to run than at, say 6 a.m. in the morning or at midnight.

Mr. RODRIGUEZ. They usually block out a time during the entire broadcast day. So it is not really static inventory. *X* number of spots run throughout the day, sometimes 20, sometimes 30, sometimes 40, and they will run them wherever they land in the inventory.

More than that, our 30-minute program is in prime time, access prime time.

Senator HAWKINS. Your NBC programs?

Mr. RODRIGUEZ. Yes; our 30-minute anti-drug abuse specials.

Senator HAWKINS. Thirty minutes; yes.

Our concern and our bottom line after we have this hearing will be to try to insure that these programs are repeated. It's the repetition over and over and over that makes the lasting impact. I am very concerned that youngsters absorb these messages. There is also a problem with women, and alcohol; the effect of the media on women. A lot of daytime television deals excessively with alcohol.

I am monitoring the time drinks are served during the 12-hour period on television and am concerned. If everybody in the industry would pitch in, then it would be spread across the whole band.

It seems to me that that is the cooperation that we need, and the industry has put thousands of hours of very talented people to work as producers, but I feel that until it is shown over and over again in 30-second or 60-second segments, it is not going to penetrate a young person's mind or a housewife or businessman who is watching.

We thank you very much, Michele, for your contribution here and your continued dedication. We look forward to working with you. We have some grand ideas and you may get some ideas yourself here today. Our next witness is Mr. Jay Rodriguez. Mr. Rodriguez is vice president for corporate information at NBC, which is in the forefront among the media in making sure that the American people, and particularly the young people, get the right information about drug abuse.

We will be glad to hear from you at this time.

Mr. RODRIGUEZ. Thank you very much, Senator, for this opportunity. I appreciate it very much.

With your permission, I will summarize my statement, but I will request the entire statement be accepted and included in the record.

Senator HAWKINS. Without objection.

Mr. RODRIGUEZ. It is a pleasure for me to appear before your subcommittee this morning to discuss the role of the media in drug abuse prevention and education. In your letter of introduction, Senator Hawkins, you referred to an aggressive media campaign waged in Hong Kong to which you attribute a dramatic decrease in

heroin abuse among young people. With this in mind, I would like to report on similar media initiatives in this Nation that may help deter young people from consuming harmful and illegal drugs.

I am making this report in two separate capacities. As a vice president of the National Broadcasting Co., I will discuss some of our programing and public affairs projects that are communicating antidrug messages to young people.

Also, this past February, I was invited to the board of directors of the Entertainment Industries Council. Michele Lee has spoken about some of our current plans related to work with the council which we hope to accomplish.

This is a new national organization composed of representatives from the entertainment industry—including motion pictures, television, radio, recording, and professional sports.

The ultimate goal of this council is to achieve a drug-free society. The Entertainment Council hopes to use the combined products of the entertainment industry to dramatize the drug abuse menace and to stress the necessity for total abstinence.

In particular, we will urge that antidrug messages be included in the many different kinds of entertainment programs enjoyed by our young people. The council will also produce public service announcements that deglamourize the consumption of drugs. Among other projects, the Council will publish a family oriented magazine to help support the work of local antidrug groups.

Although the work of the Entertainment council is just beginning, the broadcast industry has been addressing the national drug abuse problem for several years. The NBC Television Network has broadcast many programs which contribute to greater public knowledge and understanding about drug abuse. NBC's Today Show, the NBC Nightly News, and other NBC news specials, often cover topics that remind us of the seriousness of drug abuse.

Entertainment series, such as "Little House on the Prairie," "Different Strokes," "Hill Street Blues," "St. Elsewhere," "Family Ties," and "The A-Team," have had episodes dramatizing the harmful consequences of drug involvement. I have attached to the back of my presentation a list of some of those programs as a sample as the broad cross section.

In general, the producers of entertainment programs and program series are sensitive to the drug abuse problem. However, to guard against the inadvertent inclusion of prodrug material, NBC maintains and enforces its own program policies as codified in our Broadcast Standards for Television. For example, our policy prohibits the use of drugs as a basis for humor; narcotic addiction may be presented only as a destructive habit; and the use of illegal drugs may not be encouraged nor shown as socially acceptable.

Before the start of each new television season, our Broadcast Standards Department meets with the producers and suppliers of NBC programs. At that time, we present in detail our concerns about drug abuse. We advise these producers to comply carefully with our program policies, and we urge them, where appropriate, to include drug avoidance messages in their programs.

Moreover, on a regular basis through the year, this department reviews program scripts, rough cuts, and the final product to insure full compliance with our program policies. During this

review process we advise producers of any necessary program modifications required by our policies.

NBC is also justifiably proud of its award-winning theme campaigns targeted at drug use and abuse. In commencing its 1981 television season, NBC laced its premiere week with a promotional blitz entitled "Get High on Yourself—An Alternative to Drugs." It started with a Sunday night 1-hour special entitled "Get High on Yourself," a musical celebration featuring over 50 drug-free American heroes from the entertainment and sports world.

For the rest of that week, NBC began every prime time telecast with a specially prepared "Get High on Yourself" musical message. These messages were also broadcast that same week during other NBC-TV programs—news, sports, daytime, late night, early morning, and Saturday morning, as I said before, throughout the entire broadcast day and not just at 6 a.m. in the morning, and also on the NBC Radio Network.

Senator HAWKINS. Was that prior to a show?

Mr. RODRIGUEZ. Prior to and during a program we ran these spots.

Senator HAWKINS. And what followup did you do afterward?

Mr. RODRIGUEZ. Well, we ran off a special to kick off a campaign on Sunday night, and the public service announcements, small clips, were run before every prime time program during the week with the theme song we had, "Get High on Yourself." The theme was to tell people they do not need drugs to have a good time, to get high on themselves and enjoy life more.

Last year, NBC sponsored another antidrug campaign in cooperation with the National Institute on Drug Abuse [NIDA]. That campaign, entitled "Don't Be a Dope," stressed family themes, particularly what young people and their parents should know about drug abuse. Our campaign consisted of public service announcements spotlighting young people and television personalities saying "no" to drugs; feature stories produced for local station use, covering such topics as the availability of educational and drug treatment centers; and a half-hour program designed to test the public's knowledge and understanding of dangerous drugs, such as cocaine and heroin.

Our "Don't Be a Dope" program package was offered to over 200 affiliated television stations with the NBC Network. That program was enthusiastically received.

For these efforts, NBC was commended in a joint resolution adopted by the U.S. Senate and the House of Representatives.

We are told by experts that peer pressure forces many youngsters to experiment with and possibly become addicted to harmful drugs. When presented with this drug temptation, they often lack the will to refuse. In response to those concerns, NBC is planning a 1984 campaign which will combine our "Don't Be a Dope" theme with NIDA's current campaign entitled "Just Say No." The combined project will be built around the theme that refusing drugs is socially acceptable.

Our new campaign will again be offered to all NBC-TV affiliated stations for broadcast during April and May. Our package will include another half-hour special, as well as public service announce-

ments featuring stars from NBC's "Hill Street Blues," "The Facts of Life," "Family Ties," "Real People," and "Riptide."

There are no simple explanations that reveal why young people turn toward harmful and illegal drugs. Perhaps physical, psychological or social disorders, or a combination of reasons, cause drug abuse. Perhaps also the widespread acceptance of drugs in society and the behavior of so-called role models influence perceptions about the use of drugs.

You will notice the pattern, for example, in our three campaigns. The first year was "Get High on Yourself." You do not need drugs to have fun. The second year was involving the family. Parents spotting the use of drugs by the youngsters and helping them get rid of those concerns and the use of drugs. This year it is related toward peer pressure, to youngsters saying no to other youngsters who suggest using drugs.

Just as there are no simple explanations, there are also no simple solutions. In this context, I know that NBC and the Entertainment Council will continue to make their contributions toward finding solutions—by building solid information campaigns that will warn youngsters about the dangers of drug abuse.

We have produced a videotape montage of selected news and entertainment programs from the NBC Television Network that cover drug involvement. With your permission, I would like to show that videotape to the subcommittee.

Thank you.

Senator HAWKINS. Sure

I would like to welcome Senator Thurmond to our hearing, President pro tempore of the Senate. He is very interested in drug abuse and children. He has four children under 12.

[Film shown.]

Senator HAWKINS. Thank you.

Mr. Rodriguez, one of my best friends has five of her six children in the "Straight Program" which was shown in your film. It is tough, a lot tougher than it shows.

Today the average household watches television 7½ hours a day, and I believe the networks are the most powerful influence on children today. I think we all have to accept that.

How long has NBC been involved in drug abuse prevention efforts—since 1981?

Mr. RODRIGUEZ. You know, actually the reading, writing, reefer program that you saw was in 1979. Really, we have been involved for quite a few years. We do not originate these projects within the company. They are really brought to us as concerns because the people who make up these television programs for us and make up these drug abuse projects, they read the papers too, and they see the problems that are out there, and those concerns are developed into projects because we are concerned too. For example, the "Get High on Yourself" antidrug abuse project, Cathy Lee Crosby, an ABC star, brought that project to Brandon Tartikoff and he kicked off the television season with the week-long antidrug campaign.

In 1981, the National Institute of Drug Abuse followed up a project with "Don't Be a Dope," and then because the first one was directed toward the family, the second phase was directed to peer pressure. We do not work in a vacuum really in these programs be-

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cause the concerns that we have, that are brought to us by a lot of media exposure, because of the problems in society.

[The prepared statement of Mr. Rodriguez follows:]

STATEMENT OF JAY RODRIGUEZ, VICE PRESIDENT, NATIONAL BROADCASTING CO., INC.

It is a pleasure for me to appear before your Subcommittee this morning to discuss the role of the media in drug abuse prevention and education. In your letter of introduction, Senator Hawkins, you referred to an aggressive media campaign waged in Hong Kong--to which you attribute a dramatic decrease in heroin abuse among young people. With this in mind, I would like to report on similar media initiatives in this nation that may help deter young people from consuming harmful and illegal drugs.

I am making this report in two separate capacities. As a Vice President of the National Broadcasting Company, I will discuss some of our programming and public affairs projects that are communicating anti-drug messages to young people.

Also, this past February, I was appointed to the Board of Directors of the Entertainment Industries Council. This is a new national organization composed of representatives from the entertainment industry--including motion pictures, television, radio, recording, and professional sports.

The ultimate goal of this Council is to achieve a drug-free society. The Entertainment Council hopes to use the combined products of the entertainment industry to dramatize the drug abuse menace and to stress the necessity for total abstinence.

In particular, we will urge that anti-drug messages be included in the many different kinds of entertainment programs enjoyed by our young people. The Council will also produce public service announcements that de-glamourize the consumption of drugs. Among other projects, the Council will publish a family-oriented magazine to help support the work of local anti-drug groups.

Although the work of the Entertainment Council is just beginning, the broadcast industry has been addressing the national drug abuse problem for several years. The NBC Television Network has broadcast many programs which contribute to greater public knowledge and understanding about drug abuse. NBC's Today Show, the NBC Nightly News, and other NBC News specials, often cover topics that remind us of the seriousness of drug abuse.

Entertainment series such as Little House on the Prairie, Diff'rent Strokes, Hill Street Blues, St. Elsewhere, Family Ties, and The A-Team, have had episodes dramatizing the harmful consequences of drug involvement. [A sample list of such NBC programs is attached to this Statement].

In general, the producers of entertainment programs and program series are sensitive to the drug abuse problem. However, to guard against the inadvertent inclusion of pro-drug material, NBC maintains and enforces its own program policies as codified in our Broadcast Standards for Television. For example, our policy prohibits the use of drugs as a basis for humor; narcotic addiction may be presented only as a destructive habit; and the use of illegal drugs may not be encouraged nor shown as socially acceptable.

Before the start of each new television season, our Broadcast Standards Department meets with the producers and suppliers of NBC programs. At that time, we present in detail our concerns about drug abuse. We advise these producers to comply carefully with our program policies, and we urge them, where appropriate, to include drug-avoidance messages in their programs.

Moreover, on a regular basis throughout the year, this Department reviews program scripts, rough cuts, and the final product to insure full compliance with our program policies. During this review process, we advise producers of any necessary program modifications required by our policies.

NBC is also justifiably proud of its award-winning theme campaigns targeted at drug use and abuse. In commencing its new television season in the fall of 1981, NBC laced its premiere week with a promotional blitz entitled "Get High on Yourself--An Alternative to Drugs". It started with a Sunday night one-hour special entitled "Get High on Yourself"--a musical celebration featuring over fifty drug-free American heroes from the entertainment and sports world.

For the rest of that week, NBC began every prime-time telecast with a specially prepared "Get High on Yourself" musical message. These messages were also broadcast that same week during other NBC-TV programs--news, sports, daytime, late night, early morning, and Saturday morning--and on the NBC Radio Network.

Last year, NBC sponsored another anti-drug campaign in cooperation with the National Institute on Drug Abuse (NIDA). That campaign, entitled "Don't Be a Dope", stressed family themes, particularly what young people and their parents should know about drug abuse. Our campaign consisted of public service announcements spotlighting young people and television personalities saying "no" to drugs; feature stories produced for local station use, covering such topics as the availability of educational and drug treatment centers; and a half-hour program designed to test the public's knowledge and understanding of dangerous drugs, such as cocaine and heroin.

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We have produced a video tape montage of selected news and entertainment programs from the NBC Television Network that cover drug involvement subjects. With your permission, I would like to show this video tape to the Subcommittee.

Thank you.

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ATTACHMENT
Page 1

NBC TELEVISION PROGRAMS

January 6, 1982
Wednesday
10-11pm

QUINCY M.E.
Bitter Pill
After two youngsters suffered fatal overdoses, Quincy set out to stop the production and distribution of "look-alike" drugs, which are manufactured to resemble more powerful narcotics.
Starring: Jack Klugman

This program received a Scott Newman Drug Abuse Prevention Award.

January 18, 19, 1982
Monday - Wednesday
Each approx 5 minutes

NBC NIGHTLY NEWS
Special Segment: Cocaine
Bob Jamieson filed a two-part report regarding the growing use of cocaine in America, which has reached epidemic proportions.

January 22, 1982
Friday
10-11pm

AN AMERICAN PROFILE
The Narcs
A profile of six members of Dade County's narcotic squad and the difficult and often frustrating battle they wage against narcotics smuggling in South Florida.
The report included on-the-spot coverage of drug raids, surveillance operations, and an informal discussion with members of the squad about the problems they face.
Reporter: Tom Brokaw

March 19, 1982
Friday
7:12-7:14am
&
7:16-7:22am
&
7:25-7:30am

TODAY
Jane Pauley reported on the history of cocaine, and the growing number of people who have tried it.
Bryant Gumbel interviewed Dr. Robert DuPont, and Robert Maraschark, a former cocaine user, regarding the dangers of experimenting with and using the drug.

April 20, 1982
Tuesday
10-11pm

NBC WHITE PAPER
Pleasure Drugs: The Great American High
An in-depth report which examined how the drug habits of the 1960's counter-culture are moving into the mainstream of America's middle class.
It took a look at the widespread popularity of cocaine, drug-related highway accidents, drugs in the factory, and drugs in the military service.
Reporter: Edwin Newman

This program received a Scott Newman Drug Abuse Prevention Award and was repeated for younger viewers on February 1, 1983, Tuesday, 4-5pm.

BEST COPY AVAILABLE

April 24, 1982
Saturday
Approx 20 minutes

NBC MAGAZINE
Getting Straight
Jack Perkins reported on a drug rehabilitation program for youngsters in St. Petersburg, Fla. The program is called "Straight", and over 50% of the youngsters who go through it get straight and stay straight.

August 9, 1982
Monday
8:12-8:22am
&
8:25-8:30am

TODAY
Bryant Gumbel interviewed Carl Eller, former football player who admitted to cocaine addiction and now works as a drug program consultant to the NFL, Dave Meggesy, former football player who now represents the NFL Players Association, and John Underwood, sports writer, regarding drugs in the NFL.

September 28, 1982
Wednesday
Approx 4 minutes

NBC NIGHTLY NEWS
Special Segment: The Cuban Connection
Brian Ross filed an in-depth report regarding the growing evidence that the Castro government is involved in illegal narcotics smuggling into the U.S.

February 7, 1983
Monday
8-10pm

LITTLE HOUSE A NEW BEGINNING
Home Again
Charles Ingalls returned to Walnut Grove because of his son's criminal activities. He soon learned that Albert's record of street crime in Chicago stemmed from his addiction to morphine.
Starring: Michael Landon and Matthew Laborteaux

February 9, 1983
Wednesday
10-11pm

QUINCY M.E.
On Dying High
After condoning the use of drugs in a comedy monologue, a well-known entertainer accidentally set himself ablaze while trying to freebase cocaine.
Starring: Jack Klugman and Roger Miller

This episode was honored with a Scott Newman Drug Abuse Prevention Award.

BEST COPY AVAILABLE

February 27, 1983
Sunday
9-11pm

COCAINE: ONE MAN'S SEDUCTION
A World Premiere movie about a successful real estate agent who turned to casual, then addictive use of cocaine. He refused to believe his dependency on the drug was endangering his career, his marriage, and possibly his life.
Starring: Dennis Weaver and Karen Grassle

This critically acclaimed drama was honored by the Southern California Motion Picture Council...the producers received Golden Halo Awards of Excellence, and Dennis Weaver received a Bronze Halo Award of Special Merit for his performance in the drama. The program also received a Scott Newman Drug Abuse Prevention Award.

March 19, 1983
Saturday
8-8:30pm

DIFF'RENT STROKES
The Reporter
Mrs. Nancy Reagan played herself in this episode about drug abuse in grammar school. She visited Arnold's school and urged the children to avoid experimenting with dangerous narcotics.
Starring: Gary Coleman

March 22, 1983
Tuesday
7:10-7:16am

TODAY
Bryant Gumbel interviewed Douglas Killough, Lewisville, Texas High School Principal, and John Duncan, Texas Civil Liberties Union, regarding a controversial program of rewarding students financially for turning in those who use drugs.

April 22, 1983
Thursday
10-11pm

HILL STREET BLUES
The Second Oldest Profession
Officer Bates underwent a professional crisis after she was responsible for the near-fatal overdose of a young prostitute.
Starring: Daniel J. Travanti and Betty Thomas

This multi-award-winning series received a Certificate of Commendation from American Women in Radio and Television for this episode.

BEST COPY AVAILABLE

May 3, 1983 Tuesday 10-11pm	ST. ELSEWHERE Addiction A resident was torn by the decision to tell Dr. Craig that his son was addicted to narcotics, and a young man committed suicide when the pressure of drugs and dealing with life overwhelmed him.
May 6, 1983 Friday 7:11-7:15am	TODAY Jane Pauley interviewed psychiatrist Mark Gold regarding a hotline that he has established for cocaine addicts. The number is 800-COCAINE. On May 20, 1983, Dr. Gold returned to the program to report on the enormous response to the cocaine hotline.
June 3, 1983 Friday 8:14-8:22am	TODAY Bryant Gumbel interviewed Dr. Douglas Talbott, founder of the Impaired Medical Professional Program, regarding the work that the group is doing to counsel physicians away from their drug habits.
November 9, 1983 Wednesday 9:30-10pm	FAMILY TIES Speed Trap Alex's family became concerned about his manic behavior when he took amphetamines to get through his midterm exams. Starring: Meredith Baxter-Birney and Michael J. Fox This series was honored with a Golden Halo Award from the Southern California Motion Picture Council.
January 3, 1984 Tuesday 8-9pm	THE A-TEAM In Plane Sight In the process of exonerating a pilot accused of drug smuggling, the A-Team exposed the leaders of a cocaine ring in South America. Starring: George Peppard and Mr. T.
March 8, 1984 Thursday 6:15-6:19am	SUNRISE Mike Jensen filed a report regarding drug abuse on Wall Street. Experts say that 10% of Wall Street workers have tried cocaine and that 1/4 of them use the drug regularly.

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Senator HAWKINS. Senator Thurmond has joined us. He is the President Pro-Tem of the Senate and also the chairman of the Judiciary Committee, and he would like to say a few words. He has another committee meeting, but we welcome him here.

Senator THURMOND. Thank you, Senator.

I just want you to know how interested I am in this matter. I do not know of any one thing that is more important to the American people in controlling the drug situation. The very life of people, the very health of our people, the very future of our people depend upon this very thing, in controlling drugs.

A few years ago, we held hearings in the subcommittee here of the Judiciary. The witnesses testified as to the dangerousness of the drugs then, and that was 8 or 10 years ago, and they brought out the fact that the use of marijuana over any extended period of time not only is very harmful in many ways to the body, but that it affects the brain and will affect it permanently.

So, Senator Hawkins, I just want to commend you for the great job that you have done on this subject, and any way that I can cooperate with you and help you, I am delighted to do it.

I have another appointment, but I wanted to come by here and let you know my deep interest here and my desire to assist you in any way that I can.

[The prepared statement of Senator Thurmond follows:]

PREPARED STATEMENT OF SENATOR THURMOND

Madame Chairman: It is a pleasure to be here today to receive testimony on the role of the media in drug abuse prevention and education.

I want to commend you, Madame Chairman, for your many efforts, including today's hearing, to bring attention to and address the problem of drug abuse in our society. I can think of few issues which confront us today which are more deserving of our attention.

It has been said, and very appropriately so, that the future of our nation rests in the hands of our children. But today the future of America is jeopardized, I believe, by drug and alcohol abuse in our schools and neighborhoods. This problem is due in part to the atmosphere of acceptability of drug and alcohol use that is projected far too often by our society. Combined with this atmosphere, peer pressure often leads children to drug use.

There is a great need in our country to convey the message to our children that drug and alcohol abuse is not acceptable. Certainly the media, which, I believe, has a great influence on the attitudes of Americans, can play a significant role in conveying this message.

I highly commend those from the media who are here today, and others in the media, who have committed themselves to this effort. Through their work our young people will better understand the dangers of drug and alcohol use and, just as important, I believe, our adult citizens will be more cognizant of the severity of the problem of drug abuse in our country.

I thank you again, Madame Chairman, for scheduling this important hearing and I look forward to the testimony we will receive.

Senator HAWKINS. Thank you, Senator Thurmond. We really appreciate that.

We also had Lieutenant Governor Ryan of Illinois here. He stepped out for a moment. He is a member of the Lieutenant Governors Task Force of the Substance Abuse Prevention. That is another good sign.

The Lieutenant Governors have organized nationwide and we are working very closely with the Lieutenant Governors' program. I met with him yesterday and gave him a list of things that I thought they could do to help in this program.

[The prepared statement of Lieutenant Governor Ryan follows:]

Lieutenant Governor George H. Ryan of Illinois

TESTIMONY BEFORE THE SENATE SUBCOMMITTEE

ON ALCOHOLISM AND DRUG ABUSE

April 6, 1984 - 10:00 A.M.

Thank you Chairman Hawkins and members of the committee for the opportunity to present this testimony today.

As Chairman of the Substance Abuse Prevention Task Force of the National Conference of Lieutenant Governors, I believe it is important that government officials be aware of the influence of the media as it relates to the issue of substance abuse.

The Task Force was created last August by unanimous vote of the members of the Conference. The lieutenant governors believe that the issue of substance abuse crosses all geographic, social and political boundaries, and warrants national efforts to combat it. The major goal of the task force is to foster and promote the development of substance abuse prevention programs, especially for young people.

I'm sure the committee has heard over and over about the epidemic of drug and alcohol abuse in this country, particularly among our young people. But I believe it is important to be continually reminded that substance abuse is one of the most serious threats facing this nation.

Roughly 30% of all Americans who die in 1984 will die prematurely because of the use of alcohol and tobacco. The 1980 report of the Treasury Department and the Surgeon General states that about a third of fatal traffic accidents are

alcohol-related. The National Transportation Safety Board has put the figure at one-half.

Alcohol-related crashes are THE LEADING cause of death in the 16-24 age group, according to the National Centers for Disease Control. And Robert L. Du Pont, President of the American Council on Marijuana and other Psychoactive Drugs, has pointed out that the only age group in 20th Century America to show a rising death rate has been that between the ages of 15 and 24.

In the United States, the social costs of problem drinking, from accidents, crime, death, damaged health and lost productivity, are estimated to exceed $43 billion a year. Seven percent of American adults are problem drinkers.

Illicit drug usage among our young people remains unacceptably high. According to the latest findings of a survey of the nation's high school seniors, roughly two-thirds of all Americans try an illicit drug before they finish high school. One out of 16 high school seniors smokes marijuana daily. Over one-third have used other illicit drugs. Thirty-four percent of our high school seniors regularly abuse drugs.

While the use of many illicit drugs is declining, substance use in America is the highest of any developed country in the world.

Although there has been a growing movement of parents and young people trying to stem the tide of substance abuse, and television and radio have voluntarily banned cigarette and hard liquor commercials, a look at any prime time television program, or any national magazine will reveal a barrage of messages glamorizing the consumption of alcohol and other substances.

For example, take the recent "coffee achievers" ad campaign. If you believe these commercials, you will believe coffee, and I quote, "calms you down" while it

gives you "the courage to dream dreams, and the strength to live them."

It is dangerous to plant the perception that a chemical can make you something you are not. One of the precursors to addiction is that the person comes to believe that a chemical can inject him or her with powers or character that he or she does not otherwise have. Ads such as the coffee commercial reinforce that misperception, and tred on very dangerous ground.

Manufacturers of liquor, wine and beer are spending about $2 billion a year for advertising and publicity. Spokesmen for the three major alcohol associations have all shown how socially responsible they can be through ad campaigns which stress mature, responsible use of their product, and which discourage underage drinking

We must encourage the advertising industry to consider the nature of the disease of addiction and some of the psychological factors leading to the disease when they are preparing an ad campaign. I am sure no one in the industry harbors a desire to create a nation of addicts, but if they don't understand the nature of the disease, they may unwittingly encourage and help someone along the path to addiction.

The power and influence of the media can, and has been put to good use. The banning of cigarette and hard liquor commercials shows that network executives do have a sense of responsibility. And the fact that use of tobacco and illicit drugs seems to be "out" in programming as well is another indication of that sense.

I commend the industry for their recognition of the health problems related to smoking and drug-taking. The networks, through special programs, as well as news stories, have indicated that they are aware of the problems of substance

substance abuse in this country. I would like to see them extend that awareness to the use of alcohol.

Liquor flows like water on prime-time TV. A look at the 10 top-rated shows of the 1979-80 season showed major characters involved with alcohol 8.13 times for every HOUR of programming. Incidents ranged from 16.5 times on "Archie's Place," to 3 times on "Three's Company."

Some of the boozing has reached legendary proportions. Hawkeye in M*A*S*H, with his homemade martinis; J.R., Bobby and the other Ewings with their nightly highballs; the police officers of Hill Street Blues gathering at a neighborhood tavern after work.

Rarely does television show the aftermath of all this drinking - the hangovers, accidents, broken lives. And is this the way Americans drink in real life? Although alcohol abuse and alcoholism are major problems, alcohol is the least consumed of beverages. Most people drink water, soft drinks or coffee.

Researchers cannot seem to agree whether all this TV drinking adds to the nation's problems. But taken together, the repetition of drink after drink, in show after show, year after year, has to make you stop and think.

It has been suggested that massive drinking on TV can help to "normalize" drinking in American society. The typical elementary school child watches about five hours of TV a day, and would see two acts of smoking and drugging, or about 700 a year. That same youngster, too young to drink legally, but still impressionable, will be exposed to 10 drinking acts a day, or more than 3,000 over a year.

But the problem is being addressed. TV writers, producers and directors seem to be aware of the pervasiveness of liquor in their shows, and are working with an

organization called AIMS - the Alcohol Information and Media Study Foundation, which provides free consultation on alcohol abuse.

And again, media efforts to help combat drug abuse can be very successful. A new wave of community effort and organization has been generated by the program, "The Chemical People," broadcast last fall on PBS stations across the country. Over 8,000 community task forces have formed as a result, bringing together concerned parents and citizens, and giving them guidelines to help our young people in the struggle against substance abuse.

It is too soon to measure the success of their efforts. But the fact that these groups exist, through media influence, is encouraging.

The media is a very powerful tool, or weapon. The industry needs to be aware of that power. While I believe in freedom of speech, and advocate no laws which would limit program content or advertising, I would urge the networks, and the advertising industry, to be aware of the messages they are broadcasting, and to balance those messages with health promotions and substance abuse prevention programming.

Senator HAWKINS. Mr. Rodriguez, does NBC have any informal involvement, aside from the formal campaign, drug abuse campaigns?

Mr. RODRIGUEZ. If you look at the television programs that are put on the air, they do have involvement in the program departments that are brought to us by producers. In addition to that, of course, the NBC-owned stations do local projects in the five NBC markets, and again they really are a response to ascertainment interviews they do, and those indicate that drugs are a problem, and then they can program to inform the public about those problems and they can include drug information in news coverage as well as in public service announcements, as well as public affairs programs.

Senator HAWKINS. Is there a certain person that monitors drug messages in your network?

Mr. RODRIGUEZ. Yes; we do monitor them. We keep records of all things that we do, both for the network as well as the local station.

Senator HAWKINS. Do you feel that all networks do a good job of policing themselves in this regard?

Mr RODRIGUEZ. I am not really aware of what the other networks do because I am so concerned about what we do. I have a hard time keeping track of all the information flow that we have, so I am not sure of the programs that they have. And as Michele mentioned, CBS is also involved. How much involvement they have, I am not aware of.

Senator HAWKINS. What do you think the role of the advertisers is in putting out the right messages, in supporting and not putting undue pressure on networks?

Mr. RODRIGUEZ. Well, I do not really feel that advertisers put pressure on television networks at all. They really are separate and distinct. They run their advertising to sell their products. Sometimes, when there are controversial topics, they may choose to withhold their advertising for those programs because they are concerned about selling products. But outside of that, I have never heard of an instance when an advertiser has pressured us to do something or not do something within our television programs that we put on the NBC Network in the 15 years that I have been with NBC.

Senator HAWKINS. Do kids need education about recognizing when a friend or a schoolmate is a heavy user? It seems the thrust of education over the years has been toward identifying problems; or identifying drugs. Kids scoffed at the obvious and said that—it was laughable for the teachers to think that kids did not know more. We had judges' panels saying how street smart these kids are and how they could tell a lot of things that we cannot show on television.

Do you think that has had any effect on the impact of where drug education is going now in the networks?

Mr. RODRIGUEZ. Are you referring to the fact that perhaps television has an impact on children or that they have an impact of what we do?

Senator HAWKINS. Either way. Are kids more sophisticated now than they used to be?

Mr. RODRIGUEZ. Oh, very definitely. I have three boys. One who is 20, one who is 18 and one who is 17, and they are very sophisticated in their understanding of how the world works. And I think that is very true, and that even goes below that age. You get 12-year-olds who are very savvy in terms of the language, in terms of events that are going on in their communities. And again I think television just reflects that savvy that young people have.

We do not pitch our language on television and our programs except in the cartoon programs toward the very young in terms of the language. The rest of them are very articulate because kids are just smarter at a younger age these days.

Senator HAWKINS. We hear that kids are getting more serious about school these days, and it comes out of a realization that there is a shrinking job market out there and they must have talent and skills and a record of dependability.

What do you feel this realization, and the pressures that go along with it has done to drug abuse among teenagers?

Mr. RODRIGUEZ. I have no idea. I am not really an expert on drug abuse or use.

My service on the council is to help the board members to work within the industry and the network.

What I do understand very well is how the entertainment business works, and I am helping the Entertainment Industries Council get their messages within the networks in the entertainment industry, but I am not really an expert in the drug field.

Senator HAWKINS. Does NBC consider alcohol a drug?

Mr. RODRIGUEZ. I do not think they have a position on that.

Senator HAWKINS. Do you?

Mr. RODRIGUEZ. Yes, I consider it a drug.

Senator HAWKINS. Because in every hearing we held for years, the first drug abuse is alcohol and then mixed with pills. And the kids will tell you, at 7 or 8 years of age that they take everything out of the medicine cabinets, they do not care. They are fearless. They find alcohol in the home.

We would like to thank you for coming today and participating in this, and we look forward to the other networks also taking an active role in this.

Mr. RODRIGUEZ. Thank you very much.

Senator HAWKINS. Our next witness is Jean MacCurdy, vice president for programing at Hanna-Barbera.

When the subject is drugs, children are most influenced by the media up to the fourth grade. It is important to catch them while they are young, and that is exactly what Jean is going to tell us about. Hanna-Barbera Productions is the leading producer of cartoons. The children's television industry has a special responsibility, and right now I would like to hear how the industry leader is meeting that challenge.

Ms. MACCURDY. Thank you, Senator Hawkins.

It is an honor and a pleasure for Hanna-Barbera Productions to be represented in the Senate this morning as a contributor to the Nation's drug awareness campaign.

We are not here as experts on drug abuse, but as communicators who understand how to talk directly to young people. Hanna-Barbera talks with children daily through its many television pro-

grams such as the "Smurfs," the "Flintstones," "Scooby Doo," the "Biskitts," "Yogi Bear," among others.

It is the policy of Hanna-Barbera and its parent firm, the Taft Entertainment Co., to use that valuable franchise to promote the welfare of children wherever possible. For example, the "Flintstones" are currently assisting Shriners Hospitals for Crippled Children, while Yogi Bear is the spokesbear for Los Angeles' earthquake prepraredness program.

Thus, it was of great interest to us when we learned of D. C. Comics, a division of Warner Communications, and Keebler Co.'s participation in the first comic book/educational package directly addressing the problem of drug abuse among young people. With a larger audience of fourth, fifth, and sixth graders, D. C. Comics aptly chose its most popular comic book characters, the "New Teen Titans" to reach that age group.

Joining D. C. Comics and Keebler were major corporations such as the National Soft Drink Association, DuPont, IBM, and others, which with the leadership of the President's drug awareness campaign, generated 6 million "New Teen Titan" comic books, to raise young people's awareness to the dangers of drug abuse. In the last 18 months, the books have reached every public school in the Nation. Moreover, 800,000 followup requests for the comic books have been received, and there are four separate books now in production.

Hanna-Barbera realized there existed an opportunity to expand upon the impact of these teenage heroes delivering their youth-oriented message—that the right choice is there to be made—and to be a real hero is to stay drug free—through an animated message to children.

The following public service announcement, produced, like the comic books, with no cost to the taxpayers, will be distributed to all three national networks—reaching an audience of over 15 million on Saturday mornings—and to 200 local stations for telecast during high youth-viewing time.

This spot, created in partnership with the President's drug awareness campaign, is the right message for the right audience, at the right time. It is young people talking to young people, about a problem faced by every youngster in the Nation today.

As you stated earlier, Senator Hawkins, current statistics tell us that by the 4th grade, the perception of drug abuse is at the 50 percent level, and increases to over 90 percent by the 12th grade. The reported conclusion to these statistics—from the scholastic survey—indicates that a youngster in elementary school today will be exposed at some time to a drug use situation. It is our intention, in unison with the national program, to support our youth, helping them to make a positive choice not to abuse drugs.

I would like now to run again the spot that we had run.

[A film was shown.]

Ms. MACCURDY. This film makes the point that every one of us can be a superhero by exercising our power and privilege to make a correct choice. By specifically aiming that message to the youth of our Nation through the television medium, we intend to change the perception of drug use: that it is OK not to.

Thank you.

Senator HAWKINS. Thank you so much.

As you stated, up to the fourth grader, children get the majority of their perception about drugs from the media. After fourth grade, the media has less of an effect.

Has anyone targeted children this young before?

Ms. MACCURDY. Not to my knowledge. This is our first direct approach with this issue, and I found it interesting, when you were speaking with Mr. Rodriquez, about sophistication of the young audience, I thought of the comic books that were produced, and also, I believe, this spot. What I like about it, is that it does not talk down, it is very straight forward, and admits obviously that there is a problem.

Senator HAWKINS. Do ads aimed at older children accomplish anything?

Ms. MACCURDY. I have not seen any recently. I have not seen any spots used for older children at this point.

Senator HAWKINS. Have you had any research about the personalities of kids, in fourth, fifth, and sixth grades, to whom this ad is targeted, that made you produces the commercial in the way that you did?

Ms. MACCURDY. Only that we knew it was our target audience, and these spokespersons, these superheroes, are some of the strongest heroes that have appeal to that age group. D. C. Comics' research has shown that the teen Titans are their top selling characters for that age group, so we felt they were appropriate.

Senator HAWKINS. Do you have a program that is going to follow this?

Ms. MACCURDY. We—Keebler Co., as a matter of fact, is interested in helping, and working with us, to produce a half hour animated special, with the teen titans on this issue, and we are in the process of talking with one of the networks, not represented here, about that issue.

Senator HAWKINS. I am glad to hear that.

Do You have any advice that you could give other producers about how to reach children effectively? Do you have a formula, after all your research?

Ms. MACCURDY. Well, the best formula is to be entertaining, and not to be didactic. I think as soon as a child starts to feel that he is being lectured to, he stops listening. One of the approaches that we wanted to achieve here was, we are not saying do not do something, what we are talking about is taking a positive action. That is the most important thing that you can do. Trick them into thinking that they are being entertained, and give them a sense of having a power to take an action that can make a difference in their own minds.

Senator HAWKINS. What steps did you take along the way of getting this ad to the public?

Ms. MACCURDY. We worked first with D. C. Comics, and with the President's drug awareness campaign, and utilized their expertise, as well as our own production expertise to put it together. It is, I think, a fine example of the private sector working with Government——

Senator HAWKINS. What are the mechanics of shaping opinions among children?

Ms. MACCURDY. I think you have already pointed one out, and that is repetition. I think you have to honestly provide children with as much information as you possibly can, and you have to give them the sense that they can make decisions. You have to treat them almost as if they are adults, and in treating them with respect, I believe that they are provided with information, that is how to come to the formula.

Senator HAWKINS. Obviously you had a target audience with whom you tested this. What were the results?

Ms. MACCURDY. Oh, they were very good. Very positive.

Senator HAWKINS. Did the children get the message?

Ms. MACCURDY. Yes.

Senator HAWKINS. What was the message they got?

Ms. MACCURDY. The message is that not everybody does drugs, and not everybody has to do drugs.

Senator HAWKINS. Is the kind of reseach you performed expensive?

Ms. MACCURDY. We had just small groups in, it was not terribly expensive. I would not call it a major——

Senator HAWKINS. I will tell you, every grandchild—and we have eight of them, under 6, come to visit me often, all wear those kind of outfits—I now know where they came from, immediately after church they change, magically, into Superwoman or Superman; a mask, and the whole thing, and if any kid in the United States is wearing plain underwear, I want to see it. [general laughter].

I have had a remarkable education. I know this has had a magical impact upon the young children, they can tell you exactly what kind of "underoos" or "wonderoos" they wear, and will show them to you freely. They are very proud of their particular characters.

I think you are on the right track with this. With the cooperation of all three networks, those here, and those not here, we can work together and make a great impact.

Our final witness today is Dr. Robert Newman, and I am very pleased to welcome him here.

I have searched long and hard for you, after being in Hong Kong, and seeing the dramatic statistics that we were told there, and I am looking forward to hearing from the author of this phenomenally successful antidrug campaign in Hong Kong, which is the crossroads for the world, of all the illicit drugs on the way to Miami. Dr. Newman was the prime mover in the Hong Kong campaign. He has the greatest comprehension of its approach to drug abuse prevention and treatment.

Dr. Newman?

Dr. NEWMAN. Thank you very much, Senator.

The discussion just now suddenly made me very homesick, for my own 14-year-old and 3-year-old.

So in the interest of everybody's time, I will not repeat the prepared statement that I have submitted, and that I would ask to be made part of the record.

I am very privileged to be part of this hearing this morning. I am also particularly gratified at the obvious commitment and interest with regard to a horrendous problem which these hearings reflect.

With regard to the lesson to be learned from Hong Kong, I think there are some broad concepts that have been adopted in Hong

Kong, which I would like to briefly summarize, but it is the totality of what they are doing that really explains their success.

First, they have accepted, with the typical pragmatism for which the East is well known, the reality that there are no simple solutions, that no one approach by itself is going to solve the problem. They are very heavily committed to international cooperation, they have a very substantial allocation of resources for their own Customs and law enforcement efforts, you have before you some of the examples of their very major effort in regard to prevention and education, and they are also very active in terms of treatment.

With regard to some of the educational programs, they utilize very heavily the entertainment industry, radio, TV, pop singers, the press. They also have a coordinated governmental effort to bring antidrug campaigns to each specific community in Hong Kong.

Recently the Governor himself officiated at the opening of a massive rally, which attracted tens of thousands of young people. They have had open-air concerts, which subsequently are broadcast very widely, and repeatedly, throughout the Colony.

However, they have done more than simply deliver educational messages. They also have approached prevention in terms of trying to develop alternatives, recreational alternatives, for the children in Hong Kong.

I will give just two examples. One of them was reflected in one of the TV clips which you showed earlier. About 10 years ago, even though Hong Kong is a major seaport, swimming was relatively unpopular as a recreational activity. The Government felt that this would be an outlet for recreation, for youth in particular, and set out to construct a large number of public swimming pools throughout the Colony. They emphasized the teaching of swimming in schools, and through social clubs, and today swimming is one of the most popular recreational activities, again particularly for the youth of Hong Kong.

As for the other example, many tourists and business visitors to Hong Kong forget that it is not just a shopper's paradise, and a wonderful big city, but that it also has absolutely splendid countryside—hills, mountains, forests.

About 10 years ago, again, the Government decided that this resource, one of the few natural resources of Hong Kong, should be tapped. They set about to create, with the assistance of boys clubs, and other voluntary agencies, as well as a Government workforce, miles and miles of trails through these hills, through the countryside. They very actively pushed, and I think that is an appropriate alternative word, hiking and camping as a healthy, constructive activity for the young. Anyone within the last year or two who has been to Hong Kong will have noted that on weekends huge numbers of people, especially young people, with backpacks, with tents, are seen on the ferries, on the trains, on the buses, on the highways. The mountains and the countryside around the city are crowded with these young campers and hikers.

These are examples of one way in which the drug abuse problem, and that was the motivating factor, was approached. It was an indirect approach, but an immensely successful one. One cannot simply say: "Don't use drugs." One must provide alternatives which are

attractive, and largely incompatible with drug use, and that is what Hong Kong has done.

I also want to call attention to one of the posters you are displaying, and say a brief word about the treatment efforts. The poster with the telephone is impressive, and not only because it is an absolutely splendid view of the city of Hong Kong. Rather, it is impressive because of the message that it conveys. Very simply, as you indicated, the poster says that anybody who has an addiction problem should know that treatment is available, and that the location of the nearest treatment center will be given over the "Hot Line" number. This is a message which most cities of our country, and elsewhere, unfortunately simply cannot make.

When I was in Hong Kong a few months ago, I spoke about this very poster. It is hung throughout the colony, including in every public toilet. I indicated that among the reasons why we could not do the same in New York is fact that New York City has virtually no public toilets. That is the bad news.

The good news is that we do have telephones. But nevertheless, we could not have such a message displayed in New York City—we could not seek to encourage addicts to seek treatment—because in New York we do not have treatment available even for those who voluntarily, spontaneously, on their own initiative, without messages such as this, come in off the street to seek enrollment in treatment programs.

The fact is that for many years now, New York City addiction programs—methadone programs as well as drug-free programs—have been operating at or so close to capacity that they have literally, as matter of routine, had to turn away people who come in saying they want to be treated.

I suspect strongly that this is a problem that exists in most cities throughout the United States. While we pursue actively and aggressively—and appropriately so—the prevention and education efforts, we at the same time have to recognize that for those people already addicted we have an obligation, as a society, to make treatment available immediately upon demand. This is something that Hong Kong has set out to do, and in fact has done, as that particular message reflects so dramatically and conclusively.

Although it is of little consolation, the United States is in very good company. I do not know of any country in the world, no matter how serious the drug abuse problem is, that can make the same statement to its people—namely, if you want treatment for addiction, if you need treatment, you can get it immediately.

There is nothing magical about what has been done in Hong Kong. They are not smarter than we are, they are not richer than we are, they are not more resourceful than we are. What they have set out to do, they have accomplished, and the only secret to their success is their resolve and commitment. We have to do exactly the same in this country, and hopefully through the efforts of individuals like yourself, Senator, and people that we have heard today in this hearing, the population of our country will recognize that this is not a problem that can be dealt with in a halfway manner, but one which must be approached head on, on multiple fronts, if we have to come to grips with it.

Thank you, Senator.

[The prepared statement of Mr. Newman follows:]

TESTIMONY BEFORE THE

SENATE SUBCOMMITTEE ON ALCOHOLISM AND DRUG ABUSE

Washington, D. C.

April 6, 1984

Robert G. Newman, M. D.

General Director

Beth Israel Medical Center, New York

Professor of Community Medicine

Mount Sinai School of Medicine

Consultant on Drug Addiction to

the Government of Hong Kong

It is a great privilege for me to testify before this Senate Hearing, and particularly gratifying to note the interest and concern with the problem of drug dependence which this Hearing reflects. My own involvement with the struggle to contain narcotic addiction dates back more than 15 years. In the early 1970's, as Assistant Commissioner in the New York City Health Department, I implemented the City's Methadone Maintenance Treatment Program, which within two years achieved an active enrollment of over 10,000 patients. At the same time, I was responsible for the Health Department's Ambulatory Detoxification Program, which at one point was providing short-term treatment of physical dependence to 22,000 narcotic addicts annually (tragically, the latter program was abandoned a few years ago due to fiscal reasons). I have also served as consultant to the United States Government, the World Health Organization and a number of countries throughout the world. I continue to serve as official consultant to the Government of Hong Kong with respect to its narcotic addiction treatment, prevention and monitoring efforts, and it is the achievement of Hong Kong which I would like to share with you today.

I would stress at the outset, however, that there is no simple solution to the problem of drug addiction, neither here at home nor abroad. It is not surprising that this should be the case. There is a great diversity of opinion among "experts" regarding the very definition of "addiction," to say nothing of its causes or the means by which it can be prevented or treated. And yet, because there is

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an unwillingness to settle for anything less than an ultimate, all-encompassing solution, a sense of frustration and despair with regard to the control of addiction affects all of us - Government officials, health care providers and the public at large. There is an impatience with international efforts to curb the cultivation of opium, because it has not eliminated heroin from the streets of our cities. There is a tendency to disparage prevention and education programs, because we know that more people - particularly young people - are experimenting with drugs every day, and inevitably some of them will go on to become addicted. We question law enforcement efforts, because we know intuitively that when the pushers and their customers are removed from one street corner, they merely will move on to the next. And when it comes to treatment, since no reputable authority can lay claim to having discovered a panacea, there is a wide-spread inclination to dismiss all therapeutic efforts as futile and a waste of taxpayers' money.

But I for one am not an advocate of nihilism. Far from it. I know that while <u>eradication</u> of addiction must remain an elusive goal, great strides can be made when there is a commitment to do so. My confidence in this regard stems from my observations in Hong Kong, and members of this Committee who have seen the Hong Kong programs first-hand will understand my enthusiasm and respect for their achievements.

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With the pragmatism for which the East is well known, the Hong Kong Government has accepted the reality that no one approach, by itself, will be adequate. There is active participation in international control efforts throughout the world. A major allocation of resources is made yearly for customs and law enforcement efforts. Prevention and education receive great attention, with posters, radio and TV announcements, active programs in schools and mass rallies catering particularly to the youn, and emphasizing the dangers associated with narcotic use. And finally, Hong Kong has ensured the provision of treatment - drug-free as well as chemo-therapeutic, residential as well as ambulatory, compulsory as well as voluntary. While no one modality is endorsed to the exclusion of others, treatment programs collectively offer to every single addict in the Colony immediate access to a therapeutic alternative to the next shot of dope.

It is the prevention/education and treatment efforts with which I am most familiar, and which I will briefly describe to you. The fact that prevention measures are difficult to orchestrate and implement, and even more difficult to quantify in terms of impact, has not deterred the Hong Kong officials. A few examples will illustrate the manner in which policies, principles and philosophies, to which most governments merely pay lip service, have been translated in Hong Kong into action :

1. In 1978, 10,000 people attended the opening of a month-long anti-drug campaign in one community in Kowloon - and that was only one of three major district campaigns of the year.

2. In 1979, there were over 300 separate events featuring drug education in conjunction with entertainment, in which a total of over a quarter-million young people took part. The Governor himself officiated at the opening ceremony of a mass rally held in the Hong Kong Stadium, conducted under the aegis of the inter-governmental Action Committee Against Narcotics, and attended by a capacity crowd of 30,000 students. In addition, in conjunction with the United Nations proclamation of the "Year of the Child," a 30-second TV clip was prepared emphasizing the dangers to children of parental drug abuse, and shown repeatedly on television for several months. Another TV clip featured the Hong Kong national football team promoting good health and abstinence from drugs.

3. In 1980, there was a Water Carnival, also sponsored by the Action Committee Against Narcotics, which attracted 60,000 young people! A special television drama entitled "A New Life" conveyed a strong anti-drug message, and was viewed by 40% of the entire population of Hong Kong. In addition, a series of anti-drug TV announcements was prepared and

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shown almost every night throughout the year on at least one of the four television stations.

4. There was a very widely publicized competition held in 1981 to pick the most effective anti-drug message which would lend itself to the medium of song. Over 5,000 entries were received, and the one which was selected was recorded by one of the most popular singers in Hong Kong, and promptly became the number one best seller on the Hong Kong Pop Chart. Additional public interest announcements were prepared for airing on TV and radio on a nightly basis, and there was a series of seven 30-minute dramas entitled "Lifeline" based on actual cases of former addicts.

5. In 1982, two more concerts were sponsored by the anti-narcotics Action Committee, both playing to sell-out crowds and subsequently broadcast to an audience estimated at close to half a million people.

In considering these multi-faceted, large-scale efforts to convey the dangers of narcotic use to the community, and particularly to youth, the real question becomes : how can any civilized society concerned about drug abuse do less? How indeed!

One must also wonder how any Government, be it at a federal or state

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or local level, can do less than Hong Kong with regard to treatment of those people already addicted. And what is the remarkable Hong Kong achievement in the area of treatment? In a nutshell, it is that treatment has been made available immediately, on demand, to each and every addict who wants it and who needs it. To my knowledge, this is an accomplishment which is unmatched anywhere else in the world.

In 1975, a decision was made to ensure treatment to all Hong Kong addicts - estimated to number close to 50,000 - willing to accept it. It was quickly determined that only methadone treatment could be expanded rapidly enough, and on a sufficiently large scale, to accomplish this ambitious goal. I would emphasize, however, that concomitant with this decision, which involved the highest levels of Government, there was an explicit resolve to continue to support drug-free programs as well.

Soon afterwards, a network of over 20 methadone clinics was in place, serving as many as 8,000 patients per day - patients who otherwise would have continued to use heroin or opium purchased from the illicit market. And here the impact can be measured, and it has been dramatic indeed : within five years of the expansion of treatment services, the number of addicts sent to prison declined by almost 75%!

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The full significance of what has been accomplished in Hong Kong is illustrated in just one of the many public information posters which are developed each year, and which are displayed by the thousands throughout the Colony. It shows a telephone, and announces to everyone who is addicted that treatment is available at once, and that calling the number shown will provide the address of the facility nearest to the person's area of residence. Until and unless cities and states in America can produce the same type of poster, conveying the same message, we will be unconscionably derelict in our obligation not only to addicts, but to the entire society which is plagued by the problem of addiction.

Senator HAWKINS. Thank you.

It is a remarkable success story. I was at the Governors' Association yesterday, and that was one of the assignments I feel that they should take, that the Lieutenant Governor of each State, should see that there are adequate centers so that people who really want to be rehabilitated can go.

It is my understanding that in Hong Kong they turn themselves into this hot-line number, and then you take them away to an isolated area, is that correct; where they are treated?

Dr. NEWMAN. Hong Kong has had the wisdom, in my estimation not to rely on any particular treatment modality. They have compulsory treatment, and they also have voluntary treatment. They have treatment in a custodial, remote, island setting. But they also have a very large outpatient methadone treatment program, with a network of facilities throughout the colony. They have provided every conceivable form of treatment, recognizing correctly that this problem of addiction simply does not allow itself to be treated successfully by a single approach. It is too complex, and it is too difficult, to be dealt with other than through a broad variety of treatment efforts.

Senator HAWKINS. And the total Hong Kong media campaign, what was their overall message? What did they try to say?

Dr. NEWMAN. Indeed, the primary message was not unlike the message that we heard today, that is being conveyed in this country: It is in your interest, in the interest of your life, your happiness, your fulfillment, to avoid drugs. And if you do use drugs, it is you, and your immediate family and loved ones, who will be paying the price.

Senator HAWKINS. As I understand it, that was during prime time. The Government cooperated with the media, and had prime time available?

Dr. NEWMAN. Absolutely.

Senator HAWKINS. Each time, to reinforce, reinforce and reinforce.

Dr. NEWMAN. And it continues to be reinforced nightly on one or more of the four major TV stations, on prime time, and also on radio. The Hong Kong Government has not become complacent, despite the obvious successes that it has had to date. They continue, right now, despite the remarkable strides they have made, to allocate more rather than less resources. Their efforts steadily increase, in terms of the TV and radio messages, in terms of posters, in terms of treatment availability. They are not letting up on the efforts despite what they have accomplished thus far.

Senator HAWKINS. In my discussions with them, they felt that the media campaign was the key to the success.

Dr. NEWMAN. Absolutely, and they have reached a phenomanally large proportion of the Hong Kong population with these messages. I think clearly it is a cornerstone of the success that they have accomplished.

Senator HAWKINS. Is it true that when you became involved that in Hong Kong, they had 375,000 registered heroin addicts?

Dr. NEWMAN. The number of addicts is always very difficult to gage with any degree of certainty. There were some estimates that the figure was that high. But people tend to get preoccupied with

precise numbers. Estimates are always open to criticism and sensationalism, and can detract from the real issues. It is not productive to argue over whether there were 375,000 addicts, or 250,000, or any other number. It is not vital to debate if today there are 35,000 or 45,000 addicts in Hong Kong.

What counts is that all evidence demonstrates clearly that they have successfully contained the problem in Hong Kong. We know that the number of new addicts who are reported each year has remained very low. The number of new, youthful addicts, under 20 years of age, also is remarkably low. The number of addicts arrested and sent to prison has plummetted in recent years. Those are the important facts, and they are beyond dispute.

So that even without trying to guess at what the number of addicts was before the most recent Hong Kong effort was launched, or what it is today, everybody in Hong Kong, Government as well as the public at large, and even the usually skeptical news media, have accepted the fact that a remarkable success has been achieved.

Senator HAWKINS. It certainly is. Hong Kong has a population of 5.2 million people, it's a very small island with high density.

Do you feel that the Hong Kong experience can be translated to a country as large, and as diverse as the United States?

Dr. NEWMAN. Absolutely. I think the environment—the political, economic, and social environment—obviously will affect the way a program is operated. The key, though, is very definitely transferrable anywhere—and that is the commitment, the resolve that this is a problem that will be addressed, that will not be ignored, that we will continue to battle even though it is very difficult and very expensive to do so.

That commitment very definitely is transferrable to the United States and to every other part of the globe.

Senator HAWKINS. According to a recent study, the statistics relating criminal activity to drug addicts is staggering.

We talked about it a lot in other committees. In one study, two criminologists studied 243 heroin addicts, over an 11-year period, and the findings shocked even the law enforcement officers.

During the 11-year study, the 243 heroin addicts chalked up more than 500,000 crimes.

Based on your experience in Hong Kong, and your experience in New York, what do you feel is the relationship between heroin addiction and crime?

Dr. NEWMAN. It is enormous, Senator, and I am delighted that you have given me the opportunity to refer to a statistic which I never would have forgiven myself for omitting.

About 6 years ago, the Hong Kong Government set about to have a massive expansion of treatment availability. And in the few years after the expansion of treatment services, the number of addicts incarcerated each year in Hong Kong has come down by over 70 percent.

There is absolutely no question that this drop reflects the direct impact of the sudden massive availability of treatment. Certainly, there has been no lessening of the law enforcement effort.

In a less receptive audience than this is, I usually stress that if one is not motivated to provide treatment and help out of humani-

tarian concern for the addicts, one should do so out of pure self-interest. There is no question that by dealing successfully with the addiction problem, while addicts obviously benefit, the real winners are the non-addicted members of the general community.

So, in our own interest, it is absolutely imperative that these effort go forward at full speed, and at maximum level.

Senator HAWKINS. Although total funds for education have increased every year, for the past 15 years, SAT scores, scholastic aptitude scores, have dropped consistently. Math scores have fallen by over 40 points, English scores have dropped by 30 points.

It has been proven to many of us, in the rehabilitation centers that I visited, that it takes 37 days for the effect of one joint to leave the mind, so that the smoker can remember the multiplication tables, for instance.

Do you believe, as an expert who is involved in rehabilitation, that youth drug abuse has been a contributing factor to the decline in academic performance of this country?

Dr. NEWMAN. I think there is no question that that association indeed exists. We know that there has been a massive increase in the proportion of young students who use of all kinds of pills and other forms of drugs.

That massive increase, over the last 10, 15 years in particular, must be associated with the academic findings which you just referred to.

Senator HAWKINS. You have seen some of the programs here today that we are working on. Do you feel the American campaign will succeed?

Dr. NEWMAN. There is no reason why it should not succeed. I think the only reason that it would not succeed is that the effort will be given less than maximum support. If after a brief period of 6 months, or 1 year, or 2, individuals or firms or government decide they have done enough, and that some other type of social-minded effort should be pursued, the success will be short lived.

As long as the commitment is there, and remains there we should succeed. Certainly this morning we have seen dramatic evidence that there is a very, very solid resolve to deal with the problem effectively, through the mass media, and if that resolve persists, we'll be in good shape.

Senator HAWKINS. Are these programs going to reach the young audience?

Dr. NEWMAN. They are certainly reaching my own children, I know that. The 3-year-old as well as the 14-year-old. The power of television to reach an unlimited audience of all ages is well known. So the message will be gotten across on a very, very large scale, through the efforts that have been described this morning.

Senator HAWKINS. I often state that no threat strikes America more frequently or more savagely than that of illicit drugs. This threat manifests itself in failed education, in impaired national defense, domestic violence, increased crime statistics, and it is today more than ever causing death.

The only age group in the United States where death is increasing is between 15 and 24 years of age. The rest of us, if we play our cards right, will live to be 80 or 82. But in this vital period, 15 to 24

years of age, we are having an increase in death over the last 20 years.

A recent study shows that drug abuse costs each taxpayer, put together, about $25 billion a year, that is a big number, we talk in billions around here. I have read recently that we have an estimated 500,000 heroin addicts today in the States, an all time high, for as long as we have been keeping statistics. And no opium poppy is grown in the United States. All of this comes from other countries.

What do you think the United States can do to reduce the supply?

Dr. NEWMAN. Certainly the efforts that have already been going on for a number of years should be continued. I refer to the crop substitution effort, particularly in the northern highlands of the golden triangle area, but also in Western Asia, Pakistan, to the extent that we can influence the situation there.

Efforts like that have to continue. Certainly the Customs effort, to try to limit the importation of illicit drugs into this country, must continue.

We have to understand that even though the problem will never be solved through any single approach, there also is no part of the effort that can be ignored. We cannot ignore importation into this country of drugs; we cannot ignore prevention and education; we cannot ignore the need for treatment; and we must have strong local law enforcement.

I might say that Hong Kong is in exactly the same bind we are. There are no opium poppies grown in Hong Kong, either. It just happens to be a little closer to the area where the poppies are grown. On the other hand, with today's modern transportation, whether you are 2 hours away from the production site, or 12 or 14 hours away is inconsequential.

So they have exactly the same problem with respect to importation of illicit drugs, and they have decided that that part of it must be addressed. But only in conjunction with—and not in lieu of—local law enforcement, prevention and education, and treatment.

We too have to do everything that we can, in every one of those areas.

Senator HAWKINS. I meet constantly with the heads of other countries, because most of the drugs come from out of this country. As you know, I passed an amendment last year, which links foreign aid to illicit drug eradication in these foreign countries. It caused quite a stir in Latin America, and the Mideast. I met with the heads of each nation; they felt they were in an awkward position.

We are not in charge they said, the guerrillas are doing that—as an aside, war lords are in charge of half of these countries. The President of each country, and the Senators from all Latin America, were all resisting; they were scared. The amendment was scheduled to go into effect on March 23. I held several meetings with the Colombians, they said they could do nothing about it.

But I don't think it is a coincidence that with our hearing scheduled for March 23, that the week previous, the Colombian Government went into the jungle, the one they had said that they could not penetrate, and burned 10 tons of cocaine. That is one-fourth of the world's total supply.

So I agree with you that education, prevention, and rehabilitation are all so very important, we are interdicting so much down in Florida, that it is impossible to haul it in. We have radar balloons all over our coast, and we have a new one out in the sea, which the day before yesterday was able to see a 19-foot boat, 60 miles away, that they interdicted. Now, on the ship without radar they would not have been able to see it but the radar balloon, our oldest technology, the balloon up in the air, with the lookout, with radar was able to see, and interdicted this.

So we are doing a massive job of interdiction. We have the repeal of the Posse Comitatus Act, which gets the military involved in this and local law enforcement is working very well but it is very expensive.

Here in this country we should be rehabilitating. We should have many, many centers, so that the children and others who are addicted can come forward, and we should have programs like those we've seen here, portrayed by Michele Lee and others, that show it is no great crime to turn yourself in.

I think that is one thing that we have to really concentrate on here, telling everybody out there that feels they have a problem, to come in. We are not going to give demerits, we are going to help you, and society must accept it.

That is why I would like the Lieutenant Governors to take that particular position.

I think what we have seen here is just the beginnings of a solution to a problem that we have been speaking about for years. We have mounds and mounds and mounds of concern over our education scores, concern over crime; the amount of money that we throw at crime, we could be using for education.

We love to get a handle on the use of illicit drug and, the media to me is the most important facet in realtering our thinking; that of parents, and of appropriate officials, that of the actors, sports figures. Those who are the heroes for the young today have an opportunity to be in everyone's living room.

You know, 7½ hours a day—which is more than many mothers are home—people are watching television. So I feel that we have taken a great step today, showing that the media are being responsible, the series that Michele Lee was in—and I think the series should be shown again and again, in the reruns, in the summer, instead of something else—and cooperation of all the networks in providing prime time, I feel is absolutely essential, if we are going to get a handle on this problem that is skyrocketing today. I would like to tell you our drug use is down, it is not. It is up.

And we have more drugs on the street than ever before. Twice the amount of cocaine on the streets in Miami, at one half the price, in spite of all the money, all the ships at sea, all the airplanes, AWAC plane over Miami, we have twice the amount on the street, at half the price.

The good news for that is maybe they are not buying it, and they are bringing in more, and we are interdicting a lot, but I cannot overemphasize the importance of rehabilitation programs such as yours, Dr. Newman, that has been so successful in Hong Kong, every State comes and wants to know what to do about it, I do not think we need to reinvent the wheel, I think we should take a good

program, make it accessible for each State, and particular age groups that we are working with, the great examples you stated, Michele, I think is penetrating, the repetition is so important, the followup on "Get-High on Yourself," should be great. I feel it should be in the prime time, such as the cartoons which are always in prime time for kids.

Maybe we could get some parents to watch it, instead of using television as a babysitter. So I must thank you from the bottom of my heart, for parents, for legislators, for this administration, which has tried so hard to get a handle on this.

I believe you are the only island of hope that we have in this sea of despair. I work constantly on it, and the figures that I see are very discouraging, but if you all do your job well, hopefully we can turn the tide.

[Information supplied for the record follows:]

The Advertising Council inc

April 5, 1984

DRUG ABUSE PREVENTION CAMPAIGN

The Advertising Council Inc., a non-profit organization, is the public service arm of the advertising and communications industries. Through the Ad Council, American business, advertising and the media contribute their talents, skills and resources to promote voluntary citizen actions in solving national problems. The Ad Council's Board of Directors is comprised of 84 men and women from the advertising and communications industries and from American business. The directors provide the major direction for the Council.

In 1982, at the suggestion of First Lady Nancy Reagan, the National Institute on Drug Abuse, U.S. Department of Health and Human Services, approached the Ad Council requesting a full media campaign on Drug Abuse Prevention. Their request was reviewed, approved and enthusiastically accepted by the Council's Board of Directors. The volunteer advertising agency appointed to carry out the creative effort was Needham Harper & Steers, Inc.

The Naitonal Institute on Drug Abuse (NIDA) outlined their goals and objectives for the campaign as ones which would increase and maintain the public's awareness of the health consequences of drug abuse, point up the psychological consequences of illicit drug taking, and promote changes in societal attitudes towards the recreational use of drugs.

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Needham Harper & Steers developed a strategy for the first wave of advertising which is two-pronged. The primary target audience is American youth and the approach developed for all media was the simple and direct theme, "Just Say No." This strategy is aimed at encouraging young people to resist societal and peer pressure to use drugs and to accept responsibility for their own actions. The second audience targeted is parents, especially parents of children who range in age from 9 to 18 years. The purpose here is to create awareness among parents of how to recognize if their children are using drugs and further, to convince parents to get involved in the drug issue with their children by creating a feeling of openness in discussing drugs and educating their children about drugs. The thematic approach created for the advertising directed at parents is "Get involved with drugs before your children do."

The Ad Council distributed its first wave of advertising to the media beginning with television in September 1983. Distribution of radio spots followed in October. Print advertising, which consisted of magazine and newspaper ads, was also released to the media in October 1983.

Based on the relatively short period of time which has passed since the advertising was released, figures on the value of media support garnered for the Drug Abuse campaign are just beginning to come in. There are no figures yet for print although there is an impressive figure of some $16 million in broadcast support.

NIDA and the Ad Council are renewing their contract for a second wave of advertising. Creative concepts are being prepared now at Needham Harper & Steers and plans are to distribute the advertising to the media in January 1985.

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Senator HAWKINS. I thank you greatly for participating today. The Senators who have not been able to be here today have statements that they would like to enter in the record, and will do so, without objection.

Thank you, each one of you, for the work that you are doing, and keep doing it.

[Whereupon, at 11:28 a.m., the subcommittee adjourned, subject to the call of the Chair.]

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